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## Dems Prepare for Next TV Spectacle But Scorn GOP Campaign Spending

### More Promotion and More Admen Found Among Republicans

CHICAGO, July 17—It looks as if the Democrats aren't going to put on half the show the Republicans did—promotion-wise, that is.

A possible corollary to this is that there's hardly an adman-at-large at Democratic convention headquarters here, with the exception of representatives of the Joseph Katz Co., New York and Baltimore. Katz was retained by the Democratic National Committee several months ago to handle campaign advertising (AA, April 14).

At Chicago convention headquarters at the jam-packed Conrad Hilton Hotel most publicity men sniffed at any comparisons between their show and the one put on last week by the GOP. "We don't have that kind of money to throw around," one economy-minded Democrat asserted.

■ The Republicans, on the other hand, whose national committee funds reportedly run close to \$5,000,000, pulled out all the stops last week during their nominating stint. And there were lots of advertising people operating around GOP headquarters, ex-officio or otherwise.

The agency which figures most prominently in Republican circles, Eisenhower variety, is Young & Rubicam. Among the Y&R men

who braved the heat and oratory to attend the GOP brawl in Chicago were Sigurd Larmon, president of the agency, and Ken R. Dyke, v.p. in charge of public relations. Mr. Dyke will be recalled by veterans of SOWESPAC as Gen. MacArthur's p.r. chief in bygone days.

Other Young & Rubicam people in the task force were largely confined to radio and TV production—David Levy, TV v.p.; Joseph Scibetta, director-producer; Robert Fenton, Ken Woods, Mary Harris, all producers, and Richard Dana, Tony Zaghi and Woodrow Benoit, of the Y&R New York staff. There was also a contingent of clerical aides from Y&R's Chicago office.

■ The Eisenhower campaign has Cecil Arney, once with Y&R, on its TV staff.

The kickoff of the Eisenhower boom can be traced back to ex-Y&R exec, John Orr Young, who started running ads and soliciting contributions in behalf of the general in 1947, just as he did for Wendell Willkie in 1940.

Among the Y&R clients who are involved in the Eisenhower campaign: Howard Chase, director of public relations for General Foods, and Robert Mathews, assistant manager of corporate advertising, both of whom are with Citizens for Eisenhower.

Citizens for Eisenhower includes in its cast such business luminaries (Continued on Page 63)

## Lawrence Boles Hicks Agency Closes

NEW YORK, July 16—Lawrence Boles Hicks Inc., which "has been operating at a loss," went out of business yesterday.

The agency reported 13 accounts in the latest issue of the *Standard Advertising Register's* "Agency List."

Attorney Morris Permut, trustee, is informing creditors of the agency that "a little over a year ago

the company had accounts payable of approximately \$120,000, against which there were accounts receivable of a little over that, and of the latter, all but \$10,000 was 90 days or more old."

■ Mr. Permut also says the agency has succeeded in collecting \$108,000 since May, 1951, and has applied the money against old debts. Many of the 100 creditors of the agency have been paid off in full, he said, and the rest have received at least 65% or 75% of the amount of their indebtedness. At present there are about 80 creditors, owed about \$30,000.

Meanwhile, W. Robert Mitchell, executive v.p. of Hicks, announced today the formation of a new agency bearing his name at 111 E. 56th St., the address of the Hicks agency. With Mr. Mitchell are Sachiko Tasaka, secretary and time buyer for Hicks, and Thomas P. Curran, traffic manager. Miss Tasaka will be secretary of the new agency and Mr. Curran will be general manager.

T. H. Sweeney, a former executive of the Chemical National Bank, has been named a v.p., and S. C. Mitchell will be treasurer.

■ Mr. Mitchell said he is starting with seven accounts, four of which he brought to Hicks when he joined that agency. The accounts, representing "about \$400,000" in (Continued on Page 4)



A NEW PACK—Green Giant Co. will break its campaign for the new pack of canned peas and corn with this full-color ad in Life on Aug. 25. Ads also are scheduled in 12 other magazines. Leo Burnett Co., Chicago, is the agency.

### New Duty Roster ...

## NBC Has a New Superstructure of VIP V. P.s

NEW YORK, July 18—If the National Broadcasting Co. keeps moving in the direction charted since the company started reintegrating AM and TV, the network may set some sort of a record for v.p.s who report to other v.p.s.

At the top of this superstructure—directly underneath President Joseph H. McConnell—is Sylvester L. (Pat) Weaver Jr., recently named v.p. in charge of NBC's radio and television networks. Reporting to Mr. Weaver is Frank White, v.p. and general manager of both networks (AA, June 23).

As other lines of command shaped up this week, John K. Herbert, former v.p. in charge of radio network sales, was appointed v.p. for radio and TV sales. George Frey, who keeps the title of v.p. and director of TV sales, will (Continued on Page 67)

## Last Minute News Flashes Goodrich Enters Mix Field Via Buchanan

CHICAGO, July 18—G. A. Goodrich Co., a leading maker of private brand cake mixes, will introduce its own Good-N-Rich brand next fall. AA learned today. Through its newly appointed agency, Buchanan & Co., Goodrich will use spot radio, TV and newspapers in several major markets.

## MacFarland, Aveyard Gets Owen Nursery Division

BLOOMINGTON, ILL., July 18—Owen Nursery has appointed MacFarland, Aveyard & Co., Chicago, for its new Bob Richard Enterprises Division. Plans call for use of over 700 newspapers on a weekly basis, plus spot radio and TV and selected magazines and farm publications, for the division's mail order seed and shrub business. Arthur Meyerhoff & Co., Chicago, continues as agency for the Marie Kruse Enterprises Division, and has also acquired the Owen Nurseries Division, previously handled by Biddle Co., Bloomington.

## Ballantine Starts New England Drive

BOSTON, July 18—P. Ballantine & Sons, Newark, has begun a saturation campaign in New England for Ballantine beer, marking the first area wide promotion for the product in that part of the country. Approximately 125 newspapers are being used, including color where available, plus spot radio. Copy theme is "The Flavor That Chill Can't Kill," an extension of the New York, New Jersey and Pennsylvania promotion begun recently. J. Walter Thompson Co. is the agency.

(Additional News Flashes on Page 67)

## Harry Goldsmith Will Try Hadacol Buildup

### President Signs Bill to Overhaul Communications Act

WASHINGTON, July 15—President Truman yesterday signed the McFarland bill, thus putting into effect a law that provides for extensive overhauling of the 18-year-old Communications Act.

One of the most important sections of the new law is the section on anti-trust violations, which eliminates the language of the old act specifically authorizing the Federal Communications Commission to refuse licenses to anti-trust violators.

However, supporters of the law contend that the provision won't curb FCC powers, as the commission can still refuse to license any unqualified applicant.

The law provides for a reorganization of the FCC, and provides new safeguards designed to assure applicants of speedy hearings before the commission. Much of the reorganization already has been accomplished by administrative order.

■ The law also authorizes the FCC, for the first time, to issue cease and desist orders against broadcasters who violate its rules. Previously the commission's only sanction has been the withdrawal of the station's license. Such a severe penalty wasn't called for in the case of minor infractions, the commission felt, so as a result many minor violators were not punished at all.

Harold E. Fellows, president of the National Assn. of Radio & Television Broadcasters, hailed the enactment of the McFarland bill as a move that "will greatly facilitate the regulatory activity of the FCC in license granting and renewal procedures."

### Ex-President of Grove Laboratories Tells 'AA' Ad Plan Will Be Different

By Lawrence Bernard

NEW YORK, July 17—A Virginia-born northerner by the name of Harry Goldsmith will pull into the little town of Lafayette, La., some time next week. His job will be to once again make the town's great claim to fame a household word across the country.

Insiders will recognize Harry Goldsmith as the drug field wizard who, as president of Grove Laboratories for nearly 15 years, made Grove's 4-Way Cold Tablets the largest selling cold remedy in the U. S.



Harry Goldsmith

■ All who pause to remember will recall Lafayette as the headquarters of Hadacol—that magic panacea compounded by ex-state senator Dudley J. LeBlanc. It supposedly cured everything from snake bite to cancer, and in the process gave rise to fabulous promotion parties and the blaring Hadacol caravans.

Mr. Goldsmith has been appointed president of the LeBlanc Corp. As such, he's been selected by the (Continued on Page 66)

## Fair Traders Are Dazed by Truman OK of New Bill

(See also story on Page 2)

NEW YORK, July 18—The typical fair trader was dazed here this week, like a batter who ducks away from a bean ball, only to see it strike his bat and arch into the bleachers for a Chinese home run.

The fair trade forces were so positive that President Truman would veto the bill that they had mapped the future fight carefully, had prepared screams of protest, and had warned their adherents had prepared screams of protest, gle to come.

Suddenly, no struggle. Suddenly, victory. So suddenly that it took a couple of days for fair trade's most vociferous exponents to pitch up a couple of palpitating platitudes.

■ Maurice Mermer, of the Bureau of Education on Fair Trade, believed that "the price chaos... can now be brought under control. This victory... against what many held were insurmountable odds is a dramatic demonstration that the voice of small business can be (Continued on Page 60)

## A New Beer and an Old Name . . .

# Knickerbocker Campaign Pays Off for Ruppert; Katz Describes Gains

NEW YORK, July 15—A new beer with an old name, market concentration and strong advertising enabled Jacob Ruppert Brewery to turn a loss of \$1,610,000 in 1950 into a \$480,000 profit within ten months in 1951.

Herman A. Katz, v.p. and director of sales and advertising of the Ruppert Brewery, told the Sales Executives Club of New York today how the introduction of Ruppert's Knickerbocker beer in March, 1951, lifted Ruppert from 13th to 11th position among the 25 leading brewers of the U. S. in less than a year.



Herman Katz

Ruppert's sales for the first six months of '52, he said, are 25% more than for the comparable period of '51.

In addition, Ruppert expects to gain a substantially larger volume of sales by means of its new 7-oz. bottle which sells for 10¢. This was first introduced late last fall. No major advertising push has been made on this yet, but plans are under way, Mr. Katz indicated.

"It took a year of hard work to come up with the beer we wanted," Mr. Katz said in describing how Ruppert's Knickerbocker beer was developed. "Our next hurdle was how to present it to the public. Our crew of advertising, sales and merchandising men, together with an able staff from the Biow Co., really burned the midnight oil.

"It was agreed that the new beer should have a new brand name. We considered the name Knickerbocker, a brand name that Ruppert

had made famous in pre-prohibition days before 1919. We sent out questionnaires to our entire organization. The name Knickerbocker won by a landslide. The very rolling sound of the word was a natural for a beer. The visual possibilities inherent in the Father Knickerbocker symbol and his New York identity seemed ideally suited for advertising, merchandising and trademark identification.

"For a slogan we hit upon another natural—New York's Famous beer."

Working with the Biow agency, Mr. Katz said, "it was decided to feature the flavor of Knickerbocker as 'extra light' and 'frosty dry.' Perhaps most important it was felt the new beer could best be described as 'less filling.' In the opinion of many in the brewing industry the 'less filling' term is one of the most important innovations in beer advertising during the past ten years.

"We realized we couldn't match dollars with some of our competitors," Mr. Katz said. "What we lacked in advertising budget we had to make up with just brain power, hard work and enthusiasm.

"Since our advertising budget was not as large as our competitors', it was agreed that rather than dissipate our strength through all media, our policy would be to dominate as much as we could those media we did use.

"Second, we would use a particular medium consistently and strongly enough to make a real impression.

"Third, we decided to launch our ad campaign in March. Most of our competitors didn't bring up their big advertising guns until late spring or early summer.

"In anticipation of the battle (Continued on Page 64)

## THIS FROSTY-DRY BEER GIVES MORE ENJOYMENT



SALES STIMULANT—This is typical of the newspaper space Jacob Ruppert Brewery is using through Biow Co.

## Camels Is Leader in Salisbury, N. C.

SALISBURY, N. C., July 16—Camels leads its next competitor, Lucky Strike, by a small margin in preference in this city, according to the sixth annual survey by Salisbury Post. Camels polled 221, Lucky Strike 212. Chesterfield came in third with 107 and Philip Morris fourth with 68.

The survey was taken through questionnaires distributed in the schools of Salisbury. The children took the questionnaires home to their parents.

Lux soap flakes was preferred to Ivory, 324 to 308, with other brands trailing far behind. But in bar toilet soaps, Lux had a greater lead over Ivory, 278 to 190, with other brands taking bigger slices out of the market—Camay, 95; Palmolive, 86; Dial, 79; Sweetheart, 61; Lifebuoy, 47, and Cashmere Bouquet, 31.

Ivory leads as the bar laundry soap preferred by three times as many people as the next most popular brand, Octagon (450 to 146). Swan was third in preference with 55. Lux trailed behind P&G, which is fourth in line.

Donald Duck orange juice and grapefruit juice was chosen as the best-liked brand, staying far out in front in both lines. Snow Crop was next popular in orange juice with 75 picking it to Donald Duck's 420. Libby's was second choice for grapefruit juice (55), with Florida Gold 27 and Snow Crop 25. Some 239 preferred the Donald Duck brand.

The survey also showed that of the 863 queried, 452 owned TV sets, 632 owned a washing machine, 773 owned an electric refrigerator and 424 an electric water heater.

## Names G. M. Basford Co.

Ford Instrument Co., a division of Sperry Corp., New York, has named G. M. Basford Co., New York, to handle its advertising. The company makes gun-fire computers and electro-mechanical computers for industry. Previously, Caples Co., New York, had the account.

## Appoints Alfred Chesmore

Alfred M. Chesmore, formerly a member of the sales staff of Inland Newspaper Representatives Inc., New York, and Popular Science, has joined the staff of What's New in Home Economics, published by Harvey & Howe Inc., New York.

## Sullivan to Heyl & Patterson

Wynn T. Sullivan, formerly with Penton Publishing Co., Cleveland, where he engaged in market research and promotion activities for Steel, has been named advertising manager of Heyl & Patterson, Pittsburgh.

## Boyle Needle Names Seanor

Harry F. Seanor, formerly New York district sales manager for American Thread Co., has joined the Boyle Needle Co., New York, as sales manager.

## Druggists Jubilant . . .

# President Signs Fair Trade Bill

CHICAGO, July 17—Jubilant reignited this week in the offices of the National Assn. of Retail Druggists, which spearheaded the successful drive for enactment of the McGuire fair trade bill (H. R. 5767).

The law became effective as soon as President Truman signed it last Monday. It allows manufacturers once again to control minimum resale prices of brand items in the 45 fair trade states. Only Vermont, Texas and Missouri have no fair trade laws.

The new legislation plugs the hole blasted by New Orleans retailer John Schwegmann Jr. on May 21, 1951, when the U. S. Supreme Court ruled that it was illegal to bind non-signers to fair trade contracts. Under the McGuire act, a manufacturer's contract with one retailer will bind all other dealers in the state.

John W. Dargavel, executive secretary of the druggists' group, stated, "Without question, this is the greatest victory ever won by the NARD." He said the bill "brings back the complete protection of fair trade" and congratulated the membership for its all-out campaign, which involved a deluge of telegrams and letters on Congress.

Mr. Dargavel also told the NARD members to remember the 16 senators who voted against the bill. "It should be made plain to them," he said, "that they failed you and small business in general and that accordingly you must join in the efforts to eliminate them from the Senate."

Although Mr. Dargavel said he "never doubted" President Truman would sign the bill, most observers had felt otherwise. In a statement the President did say that he was not completely satisfied (Continued on Page 68)



PLAYING SAFE—libbey division, Owens-Illinois Glass Co., Toledo, has the answer for political forecasters with this glass marked "This Year I'm Gonna Be Right!" and featuring slogans for most of the major candidates of both parties. The glass was designed for a Toledo Blade promotion.

## First Advertising Starts for Viskon Nonwoven Fabric

CHICAGO, July 16—The Little Rock division of Visking Corp. is starting its first trade advertising campaign—in fact, its first advertising of any kind.

The division makes Viskon, a new nonwoven fabric, which is currently being featured in b&w ads, scheduled to run for the remainder of the year, in Chemical Engineering, Daily News Record, Drilling, Food Engineering, Food Processing, Geophysics, Modern Beauty Shop, Modern Packaging, National Bowler's Journal & Billiard Review, Paint, Oil and Chemical Review and Petroleum Processing.

The ads explain that Viskon can be used as filter media, press cloths and insulation, hair wave end papers, vacuum cleaner bags, counter towels and survey flagging tape for seismograph exploration.

Ruthrauff & Ryan, Chicago, is the agency.

## Manufacturers Rapped for Not Planning to Use New Materials and Substitutes

NEW YORK, July 18—Consumer goods manufacturers do a sloppy job of planning to use new or substitute materials. Few give the matter any serious attention.

This was reported today by Standard Factors Corp., which specializes in accounts receivable financing, factoring, inventory loans, etc. Surveying 726 manufacturers it does business with, Standard Factors has found that only a handful seem "to have any planned procedure for evaluating new or substitute materials."

All companies questioned had 150 or fewer employees. Asked where they get technical aid on new or substitute materials today, the 726 company heads answered: 98.4% from plant personnel (e.g., plant superintendent, sales manager, etc.); 32.9% from "my experience" or "myself"; 28.8% from outside specialists or a trade association; 19.9% indicated little curiosity in getting such information.

The replies, the report points out, show "the informality of channels of information."

The respondents answered as follows when asked if they get outside professional advice on new methods, new products or new materials:

1. On new methods, only 21.6% did. Sources of information for this group were given as:

61.8% from trade associations;  
21.2% from business publications;  
16.8% from suppliers or trade representatives.

2. On new products or materials, only 13.4% said they receive outside professional service or ad-

(Continued on Page 69)

## One Agency Cuts List Because of Mat Shrinkage

### Other Agencies Find Problem Less Serious, But Still 'Annoying'

CHICAGO, July 17—Relatively few agencies have had serious trouble with excessive mat shrinkage, but those which have are really annoyed. The type of art used—and particularly halftones—seems to be the governing consideration.

A check of a dozen agencies and newspaper representatives in Chicago this week revealed that all are conscious of the problem of excessive mat shrinkage raised by C. Wendel Muench, Chicago agency head (AA, July 14). Most agencies and representatives said they had not been directly affected, but were watching developments closely.

The fact that newspapers are shrinking the width of their columns without notifying advertisers, however, was emphasized by one agency man who reported he had just discovered that a metropolitan newspaper was planning to cut its column width by 1 1/4 picas (Continued on Page 6)

## Text of Fair Trade Bill

The following is the text of the McGuire fair trade bill (H. R. 5767) which has been signed into law by President Truman:

A BILL To amend the Federal Trade Commission Act with respect to certain contracts and agreements which establish minimum resale prices and which are extended by State law to nonresale

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That it is the purpose of this Act to protect the right of States under the United States Constitution to regulate its internal affairs and more particularly to enact statutes and laws, and to adopt policies which authorize contracts and agreements prescribing minimum prices for the resale of commodities and to extend the minimum prices prescribed by such contracts and agreements to persons within the State even though such persons are not parties thereto. It is the further purpose of this Act to make certain of such statutes, laws, and public policies applicable to commodities, shipped in interstate or foreign commerce.

SEC. 2. Section 5 (a) of the Federal Trade Commission Act, as amended, is hereby amended by inserting after the first sentence thereof, the following new matter: "Nothing herein contained shall render unfair or unlawful contracts or agreements prescribing minimum prices for the resale of a commodity which bears, or the label or container of which bears, the trade-mark, brand, or name of the producer or distributor of such commodity and which is in free and open competition with commodities of the same general class produced or distributed by others, when contracts or agreements of that description are lawful as applied to intrastate transaction, under any statute, law, or public policy now or hereafter in effect in any State, Territory, or the District of Columbia in which such resale is to be made, or to which the commodity is to be transported for such resale, or render unfair or unlawful the enforcement of any right of action created by any statute, law, or public policy now or hereafter in effect in any State, Territory, or the District of Columbia, which declares that willfully and knowingly advertising, offering for sale, or selling any commodity at less than the price stipulated in such contracts or agreements, whether the person so advertising, offering for sale or selling is or is not a party to such contract or agreement, is unfair competition and is actionable at the suit of any person damaged thereby; and the making of such contracts or agreements, or such enforcement thereof against a contracting or noncontracting person, shall not be illegal under section 1 of the Act entitled 'An Act to protect trade and commerce against unlawful restraints and monopolies', approved July 2, 1890, as amended; nor shall the making of such contracts or agreements, or the enforcement thereof against a contracting or noncontracting person constitute a burden, restraint, or interference with interstate commerce. The preceding sentence shall not make lawful any contract or agreement, providing for the establishment or maintenance of minimum resale prices of any commodity herein involved, between manufacturers, or between producers, or between wholesalers, or between brokers, or between factors, or between retailers, or between persons, firms, or corporations in competition with each other. Every person who shall make any contract or agreement hereby declared to be unfair or unlawful shall be deemed guilty of a misdemeanor, and, on conviction thereof, shall be punished by fine not exceeding \$5,000 or by imprisonment not exceeding one year, or by both said punishments, in the discretion of the court."

## Rodeos Help Promote Blue Jeans and H. D. Lee Co. Rides the Trend

KANSAS CITY, Mo., July 16—One of the most phenomenal "fashion dictates" trends since World War II has been the surge toward "blue jeans." Teen-agers and young married people have made them an all-around accepted garb for work, play and school.

Not at all unhappy about this trend is H. D. Lee Co., maker of Lee Riders, copper-riveted blue jeans. Its executives say the biggest factor in the swing to western-type garb stems from growing interest in horse operas—on TV, radio and movie screens—and in rodeos.

Lee has gone all-out to capitalize on the interest in rodeos. Through Gardner Advertising Co., St. Louis, it has developed an unusual ad campaign that almost seems to promote rodeos more than Lee's product.

Lee is not just riding the trend, it is doing all it can in its advertising to make rodeos more popular. Taking the view that the public knows too little about rodeos, it is devoting a generous amount of space to an out-and-out promotional pitch for them. Its own selling copy is underplayed; emphasis is put on the sport and color attached to various rodeos.

Its latest effort, a full-page b&w ad in *Life*, gives editorial-type treatment to the rodeo ceremonies and action scenes, with Lee Riders appearing to get only incidental identification (See cut).

Local rodeos, as individual enterprises, come in for a healthy share of the tie-in merchandising. H. D. Lee has made available to all local rodeo committees—which are actively contacted by Lee salesmen—a limitless number of 20x15" b&w window cards. The cards are sock promotion for the local events and contain no Lee advertisement; they are a service to rodeos. Lee goes even further. It will, at no cost to a rodeo committee, imprint local names, times and places, and lend its salesmen's help in placing the cards within the effective drawing area.

Many of the local rodeos, in gratitude for helping to solve what to them is a large-size headache,

have given Lee free commercial announcements over the p. a. systems. Since about 6,000,000 people attend rodeos each year, this amounts to a worth while advertising medium.

Lee has long been the recognized world leader in nationally advertised work clothes. It conducts a complete merchandising program intensively throughout the country, with most of the emphasis placed on the rodeo-cowboy theme. Lee's 140 salesmen have become expert in securing tie-in merchandising stunts with their 16,000 retail outlets.

Typical of the sales-wise promotion employed is the "branding chute." Set up in the children's wear department of larger stores handling Lee Riders, the branding chute is a western-type, split-rail chute through which pass the visiting small fry. On their trip through they receive a pair of miniature Lee Riders, and are then "branded" on the back of one hand with a harmless vegetable dye. The hand "brand" entitles each junior-size cowboy or cowgirl to free admission at a local movie house (there's a pre-arranged tie-in with a top-grade Western picture). Door and contest prizes at the movie are Lee Riders, Lee Rider jackets and Lee Cowboy dolls.

Available to all Lee retail outlets, through Lee salesmen, are miniature Lee Riders, branding stamp, vegetable dye, electric branding iron, rodeo photos, and specifications for the "branding chute." Lee sales people offer their help in the actual setup of the chute. Point of sale material, *Life* tie-in posters, rodeo photos and ad reprints, theater tie-in cards, dolls and ad mats are all to be had free for the asking.

Lee has recently signed world champion cowboy Casey Tibbs to an exclusive endorsement contract in an effort to place their "hot-iron branded leather label" on the hip of every blue jeans wearer. Here, too, rodeos stand to profit, promotion-wise, with Casey's appearance expected to become a major attraction as a result of the additional publicity.

### 'BH&G' Offers Sales Course to Stores

DES MOINES, July 15—Better Homes & Gardens has set out to solve a problem for department stores that it did a lot to create.

Along with other home furnishings magazines, BH&G has had a great effect on women's taste in recent years. And nowadays when a woman goes into a store to buy something for the house she knows a lot about what she wants.

That's where the problem lies. Pretty often she knows more about products than store clerks do, and the result frequently amounts to "no sale."

Now the Meredith Publishing Co. magazine offers its own solution, a new training program for home furnishings sales personnel based on lengthy research and said to be cheaper than any other such course. It is being offered to all department and furniture stores.

The course outline includes specific instructions for anyone conducting the course, and any member of a store's staff can direct the training. The course includes lessons on color, furniture, floor coverings, fabrics and accessories.

The cost to each store is based on the number of sales people who take the course.

A similar fashion program has been developed by *Vogue*.

**RODEO**  
THRILLING SPORT AND ENTERTAINMENT

1. Seals and labels (collective)  
2. Autographs (collective)  
3. Model plane making (creative)  
4. Woodcraft (creative)  
5. Insect collecting (collective)  
6. Stamps (collective)  
7. Painting (creative)  
8. Dolls (collective)  
9. Photography (creative)  
10. Model railroading (collective)

PRO RODEO—H. D. Lee Co. seems to promote rodeos more than its own product in much of its new copy. This is a recent page in *Life* by Gardner Advertising Co.

### Hobbies Change, and Kids Now Go for Seals and Labels More Than for Stamps

NEW YORK, July 16—Before you decide on that next premium gimmick for children, be sure you're up on the latest hobby facts.

The facts are available from American Hobby Federation. It claims to know more about children's hobbies than any other federation, even of admen. Since 1936 it has encouraged people to have hobbies. And it keeps track of hobby trends.

Here is its list of the ten top hobbies of 1952, based on a survey of 8,414 hobby clubs of children 8 to 16:

1. Seals and labels (collective)
2. Autographs (collective)
3. Model plane making (creative)
4. Woodcraft (creative)
5. Insect collecting (collective)
6. Stamps (collective)
7. Painting (creative)
8. Dolls (collective)
9. Photography (creative)
10. Model railroading (collective)

That's a lot different from 1950, when the last national study was made. The first ten then were (in order) stamps, coins, matchbook covers, postcards, model planes, insect collecting, dolls, miniatures, model railroading and phonograph records. Nine were collective, only one creative.

Inflation caused much of the change. American Hobby Federation experts say that, due to the high cost of living for parents, many youngsters' allowances have been cut. Also, many parents have not been able to increase allowances—and children themselves find hobby costs outpacing income.

So nowadays stamp collections have much less appeal, while seals and labels have gained great favor. Reason: they're cheap and plentiful and infinitely varied. They come from food packages, cosmetics, clothing, candies, letters, etc. They catalog easily. They show historic buildings, generals, Presidents, athletes, movie stars, advertising slogans, and so on.

Some other hobbies among the top ten do involve more expenses, of course. But several, such as woodworking, are "part of the big do-it-yourself trend that is sweeping the nation." Painting has made enormous gains, thanks to modern teaching methods.

Admen interested in more details about children's or adults' hobbies can get them from John E. Lane, executive director of the American Hobby Federation at 12 E. 41st St. here.

#### Begins Rhythm-add Push

Monroe Calculating Machine Co. has begun a campaign to introduce Rhythm-add, a technique for increasing the speed with which an adding machine may be operated. The campaign breaks after two years' training to equip representatives in its branch offices to teach Rhythm-add. Free instruction will be given in the user's office whether the operators use Monroe or competitive adding machines. Created by H. B. Humphrey, Alley & Richards, New York, the campaign has begun with spreads in *Business Week*, *Fortune*, *U. S. News & World Report*, and will continue with pages in those magazines plus *Newsweek*, *Time* and banking publications.

#### Gordon-Allison Adds Five

Gordon-Allison & Co., Atlanta, has been named to direct advertising for Alumi-Trim Inc. and Dixie Corp., both of Rome, Ga.; Toccoa Casket Co., Toccoa, Ga.; Dorsey Safe-T-Shoe Co., Chattanooga, and Wilco Hosiery Mills, Helen, Ga.

#### General Beverages to Mace

General Beverages Midwest, Peoria, Ill., maker and bottler of Donald Duck soft drinks, has named Mace Advertising, Peoria, to handle its advertising. Radio, television and newspapers will be used.

## Bab-O Will Get \$2,500,000 Spot Radio Promotion

CHICAGO, July 14—B. T. Babbitt Inc. will spend about \$2,500,000 in spot radio to promote Bab-O this fall, according to T. F. Flanagan, managing director of the National Assn. of Radio & TV Station Representatives.

In the first large-scale showing of the association's new presentation on the "Basics of National Spot Radio," Mr. Flanagan cited the Babbitt company plans as an indication of steadily increasing interest in national spot.

He declared that Bab-O's challenger, Ajax cleanser, has done a fabulous sales job using spot radio and intimated that Babbitt may have decided to fight fire with fire. Dancer-Fitzgerald-Sample now handles the Bab-O account (AA, July 14).

Mr. Flanagan said that national spot increased from a \$13,800,000 volume in 1935 to \$120,000,000 in sales in 1950, thus becoming "the only medium to increase volume continuously for 16 years."

The spot radio "basics" pitch, which will be shown widely across the country, employs the following arguments:

1. Network radio shows have a wide variation in audience from market to market, because of time, shows on competing stations, competition (or lack of it) from TV, and the differences in the relative popularity of stations on the same (Continued on Page 65)

### Says Adman Lustig, Send a Thankerchief

CLEVELAND, July 16—You will wash out the greeting cards you receive and use them as handkerchiefs, if a Cleveland advertising man has his way.

Young, gray-haired Leroy F. Lustig has invented and patented the "thankerchief" to take the place of the greetings now purchased on paper.

Mr. Lustig, president of Lustig Advertising Agency, noticed that many women enclose a handkerchief with greeting cards. He reasoned that, since most persons throw cards away, a greeting on a handkerchief would be kept and the sender's thought remembered longer.

Aided here by Horwood Printing Co., which mixed an ink that washes away without stain, Mr. Lustig produced sample "thankerchiefs" on Irish linen. He designed two envelopes for mailing, one explaining that the hankie carries a message "that cheers and then disappears."

A California gift firm is preparing to market the new greeting, with a royalty to Mr. Lustig, through 16,000 retail outlets. The "thankerchiefs," made for men, women and children, are expected to sell for about 50¢.

#### Don Allen Gets Murray Studios

Don Allen & Associates, Portland, Ore., has been named to direct advertising for Arthur Murray Studios in Seattle, Tacoma, Bremerton, Pasco, and Spokane, Wash., and Billings, Mont., in addition to the Portland studio. Newspapers will be used chiefly.

#### 'News-Argus' Names Williams

S. C. Williams, formerly advertising director of the *Enterprise*, Harlan, Ky., has been named advertising director of the *News-Argus*, Goldsboro, N. C. A. F. (Gus) Garrere will continue as advertising manager of the Goldsboro paper.

**Cheerful Refreshment**

PICNIC CHEER—Bidding thirsty beer fanciers to "cheer up," this 24-sheet poster for Cerial Brewing Co., Louisville, is being used in 26 midwestern markets to plug '92 lager beer. M. R. Kopymeyer Co., Louisville, is Cerial's agent.

## Hicks Closes Shop: Mitchell, Exec V.P., Opens Own Agency

(Continued from Page 1)  
billings are: Solar Steel Corp., Cleveland; Ann Haviland Labs Inc., Lombardy Hotel, Barber-ette Co., L'Aiglon, Le Trianon restaurants, all of New York, and P. M. B. Drug Co., Union City, N. J.

The accounts he said he had brought with him to Hicks are Solar, Lombardy, L'Aiglon and P. M. B. Barber-ette is a new advertiser and Le Trianon was formerly with N. C. Greenfield Inc.

Mr. Mitchell succeeded Lawrence Kane, who left Hicks 18 months ago—"after a squabble"—to set up his own agency. When he left, Mr. Kane told AA, the Hicks agency was "solvent but not liquid."

The current "Agency List" credits the Hicks agency with these accounts: Blue Swan Mills (un-

derwear), Easton Knit Products (gowns), Effanbee Dolls, Estee Lauder Cosmetics, Ann Haviland, Lombardy Hotel, McKay Products (lingerie), Niota Textile Mills, Schiaparelli Intimates (lingerie), Skwish Corp. (atomizers), Solar Steel, Suspants (lingerie), and Tennessee Hosiery Mills (anklets).

According to Mr. Permut, the decision that had to be made about a year ago was whether to continue the Hicks agency or liquidate it. Mr. Hicks and Mr. Mitchell abandoned the liquidation idea, he said, in the interest of the creditors and in the hope the agency would "turn the corner."

"Both Mr. Hicks and Mr. Mitchell took over the task of collecting and disbursing the accounts receivable, in addition to their regular duties of handling current operations. In furtherance of that program, the overhead was considerably reduced, and new and much less expensive quarters were obtained, and the company moved from the Empire State Bldg. to 111 E. 56th St."

Mr. Permut says he will shortly forward checks "to all the creditors" on an apportioned basis of assets to liabilities.

In a statement to AA, Mr. Hicks attributed the demise of his agency to an over-balance in softgoods clients. He pointed out that the soft goods market "took a kick in the pants" beginning about the spring of 1951.

"The rich, postwar years," he said, "mised me into believing that the personal services provided by the principals of a small agency could compete with the specialized departmental services offered by larger, better-equipped agencies."

"Further, the continued growth of TV as a major medium has made it more and more difficult for a small agency to obtain, as well as maintain, large appropriation national advertising accounts."

"As for accounts I presently control, all have been resigned with the exception of Daniel F. Sheehy Co., distributor of Arline

## Highlights of the Week's News

Fair traders were so sure that President Truman would veto the McGuire fair trade bill that they were momentarily speechless when he signed it last week. But after the initial shock they were busy issuing "victory" statements, while discount houses wondered what manufacturers' new price agreements would look like. Stories and editorials on fair trade appear on . . . . . **Pages 1, 2, 12**

The Democrats may put on just as interesting a political hassle as the Republicans did, but there won't be nearly as much advertising and promotion money thrown around when they hold their convention in Chicago starting July 21. AA could find few admen present at Democratic headquarters during pre-convention week . . . . . **Page 1**

Jacob Ruppert Brewery turned a \$1,610,000 loss into a \$480,000 profit in just ten months. It took more than just putting out a new beer with an old name. For details on how it was done, see . . . . . **Page 2**

The return to the horse opera on TV, radio and movie screens has boomed sales of hip-hugging "blue jeans." H. D. Lee Co. in Kansas City has boosted sales of its copper-riveted jeans by tying in with local rodeo committees . . . . . **Page 3**

Duncan Hines cake mixes have been available in Minneapolis only since last September, but the Hines mixes are giving the leading brands a run for their money, thanks to some rapid-fire promotion and hard sell . . . . . **Page 18**

This week Albert Lasker tells how he persuaded Mr. Thomas to let him take over some of Lord & Thomas' old accounts that weren't doing so well so that he "could practice on them." Read the third instalment of the Lasker Story on . . . . . **Page 48**

Words like "operation," "spearheading," "chain reaction" and "atomizing" are disappearing from the advertising vocabulary. But "analyst," "coordinating," "policy level" and "over-all" are still going strong. For a rundown of the jargon of the ad business today, see . . . . . **Page 49**

Complete data on time costs for 20-second TV spots in both multi-station and one-station cities, as compiled by the Assn. of National Advertisers, appears on . . . . . **Pages 52, 53**

### REGULAR FEATURES

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Getting Personal . . . . .	26	Voice of the Advertiser . . . . .	34
Information for Advertisers . . . . .	58	What They're Saying . . . . .	12



"She just told him the Des Moines Sunday Register delivers a statewide market of 2 1/2 million people!"

She's right! 52 times a year, the Des Moines Sunday Register delivers a big, bouncing, buy-minded market to its family of advertisers.

And speaking of families, Des Moines Sunday Register family coverage in 83 of Iowa's 99 counties is an amazing 50% to saturation. In 9 counties more it's a whopping 40% to 49% . . . and in none is it less than 21%. That's coverage . . . and you get it all with a single selling medium . . . the Des Moines Sunday Register!

You can pass out cigars any time on this delivery . . . with its urban spending greater than Philadelphia, Boston or San Francisco—and its farmers the wealthiest on earth.

Best of all, the cost of adopting this all-of-Iowa market through the Des Moines Sunday Register is only \$1.84 per milline.



PACKAGES A STATEWIDE URBAN MARKET RANKING AMONG AMERICA'S TOP 20 CITIES

ABC CIRCULATION March 31, 1952 Daily, 376,658—Sunday, 543,674

## THE DES MOINES REGISTER AND TRIBUNE

Gardner Cowles, President

Represented by:

Scolars, Meeker & Scott—New York, Chicago, Detroit, Philadelphia  
Doyle & Howley—Los Angeles and San Francisco



Moving Along—and FAST!

Raleigh leads North Carolina cities in Per Family Income and also stands 25th in the Nation.\*

40% increase in population 1940 to 1950—a faster rate than for any other N. C. city of 50,000 or more.\*\*

The Raleigh News and Observer  
MORNING & SUNDAY

RALEIGH, N. C.

Per Family Income

\$6711

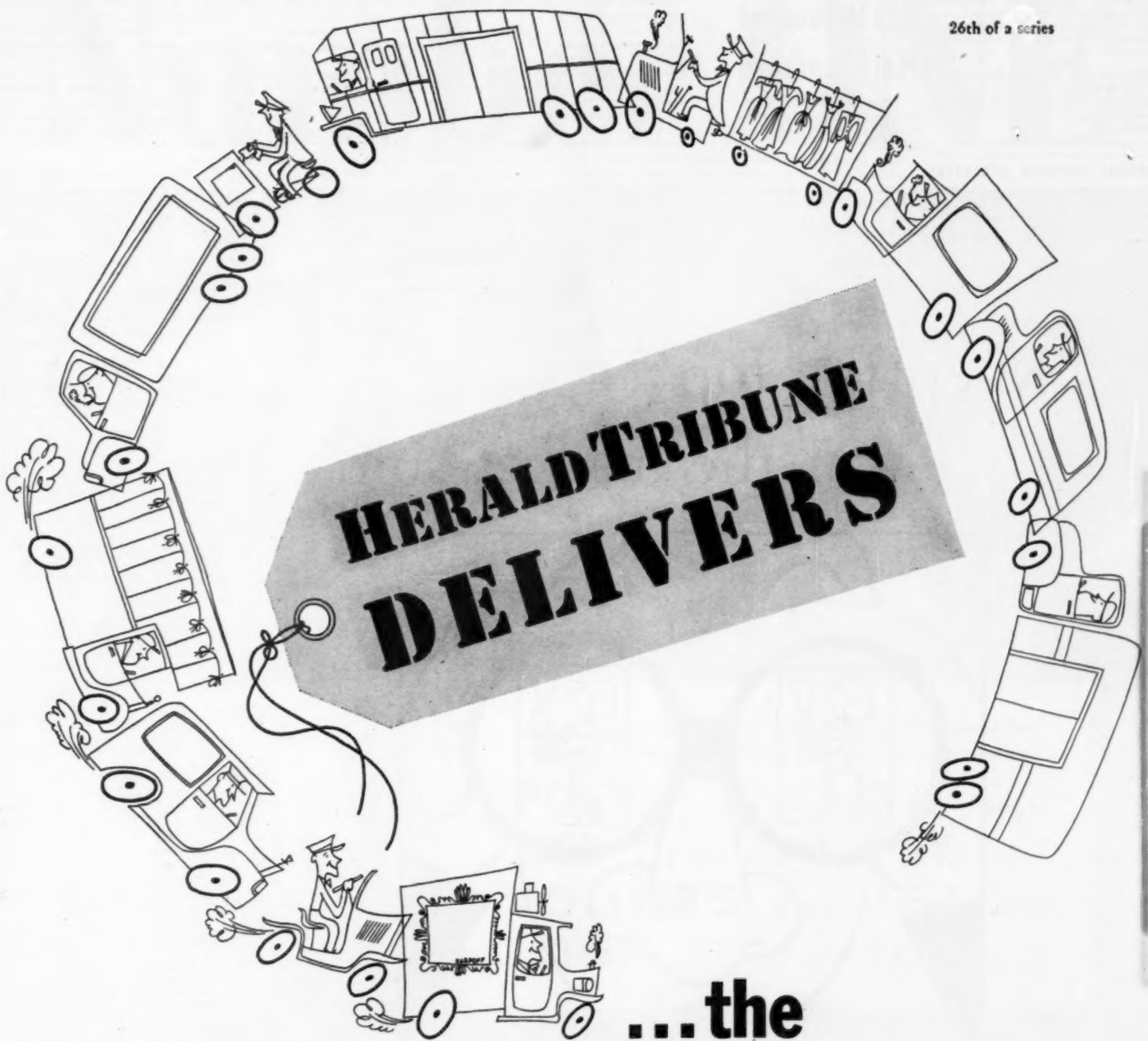
Sell this active, growing market—PLUS the 33 county "Golden Belt of the South" with the area's ONLY Morning-and-Sunday newspaper.

114,741 Morning  
120,613 Sunday

(Publisher's Statement to ABC, 3/31/52)  
\*SM 5/10/52  
\*\*U. S. Census 1950

Rep: The Branham Company

26th of a series



...the  
**PROFIT PORTION**  
of the Nation's No. 1 Market!

It's obviously easier—and *much more profitable*—to move merchandise over the counter when you aim your advertising at "best customers". They are the key to bigger profits... families with high incomes, exceptional savings, securities and property holdings... the people who *buy oftener, buy more* at all price levels! In New York these "best customers" make up the Herald

Tribune market. If selling at a profit in the nation's first city is *your* problem, get details on the Herald Tribune Quality Market... now!

NEW YORK

**Herald Tribune**

230 West 41st St., New York 36, N. Y.

**Meester to Addison Lewis**

Judd L. Meester, formerly assistant to the advertising sales promotion manager of *Successful Farming*, has joined Addison Lewis Co., Minneapolis agency, and will specialize in creative work on farm accounts.

**Dolores Inc. Names Agency**

Dolores Inc., Memphis maker of brassieres, has appointed Bozell & Jacobs, Chicago, to direct its advertising.

**SPECIAL DIVIDEND DECLARED\***

If you advertised last year in the RICHMOND (Calif.) INDEPENDENT . . . you probably have an Earned Merchandising Credit

\*Why not find out? Contact Win Smith Advt. Mgr.

## One Agency Cuts List Because of Mat Shrinkage

(Continued from Page 2)  
by mat shrinkage, but is not planning to make any announcement of the move.

"It is precisely this sort of move—without notice to advertisers and agencies—which causes trouble," this agency man said.

■ One advertising agency executive who cheered the stand taken by Mr. Muench was Roy M. Kirt-

land, v.p. of Gordon Best Co. Upon reading the Muench piece in AA, Mr. Kirtland called to say that his experience was similar, and even more disturbing.

"On one particular account, we have been running a b&w campaign in about 50 newspapers throughout the country, with copy now running 536 lines, and scheduled to drop down to 300 lines in the fall. The central feature of the copy is a high-style photograph, and as a result of the way our reproduction has been ruined by excessive mat shrinkage, particularly in the width, we have actually canceled the campaign in about a dozen papers," he said.

"Furthermore," Mr. Kirtland added, "I am meeting with the client about the middle of August to

determine future plans, and as a result of our experience, the problem of newspaper reproduction is going to be high up on our discussion list. I hope we won't have to cut down on our newspaper use, but something has to be done."

■ Asserting that on four-column ads shrinkage of as much as half an inch in width is being encountered, Mr. Kirtland said that the agency has already reduced half-tone screens from 65 to 55 in its mats, but with excessive shrinkage gets muddy effects and the equivalent of about a 70-line screen.

Complaints are met frequently, he said, with assertions by the newspapers that the mats are no good. But in half a dozen cases, the agency has requested return of

the "faulty" mats and had stereotypes made from them after they have been used by newspapers. In not a single instance has the mat been bad, he reported.

Another agency reported that its staff had been alerted to possible width shrinkage by newspapers, and was now making all mats under size. Its newspaper schedules largely embrace line copy, and shrinkage, while annoying, has not actually ruined any insertions, it said.

■ In New York, Julian Czukur, production manager of the Peck Advertising Agency, outlined a method whereby original effects would be retained and mat shrinkage held to a minimum.

"When a coarse screen is reduced it becomes finer. If it is not coarse enough at the start, normal shrinkage will make it close up, on reduction, with resulting muddiness. But that same screen, subjected to maximum mat shrinkage, becomes a blot far from the result intended.

"On the other hand, by using a screen far coarser than the intended reproduction, with mat shrinkage computed, the end result is as clean and crisp as an original made for the purpose.

"At Peck we have taken cognizance of this problem and for a long time have been making allowances for mat shrinkage by going to 55 screen. This can be discerned from 60 screen only by the expert. But the end result is far better, regardless of mat shrinkage, normal or forced."

■ Mr. Czukur said photos or art of any size or contrast given the 55 screen treatment will generally retain constant tone values. Only in the case of open, light-tone wash drawings is it advantageous to use a finer, 60 screen, he said, and this is specified wherever the art can stand "heaving-up."

At Peck, he continued, "we reserve 65 screen for reprints on newsprint because we have found that the combination of slower speed job presses and better quality stock (usually No. 1 newsprint) gives the perfect result."

According to Mr. Czukur, 55 screen engravings provide coarse enough originals which even maximum mat shrinkage cannot break down, muddy or darken.

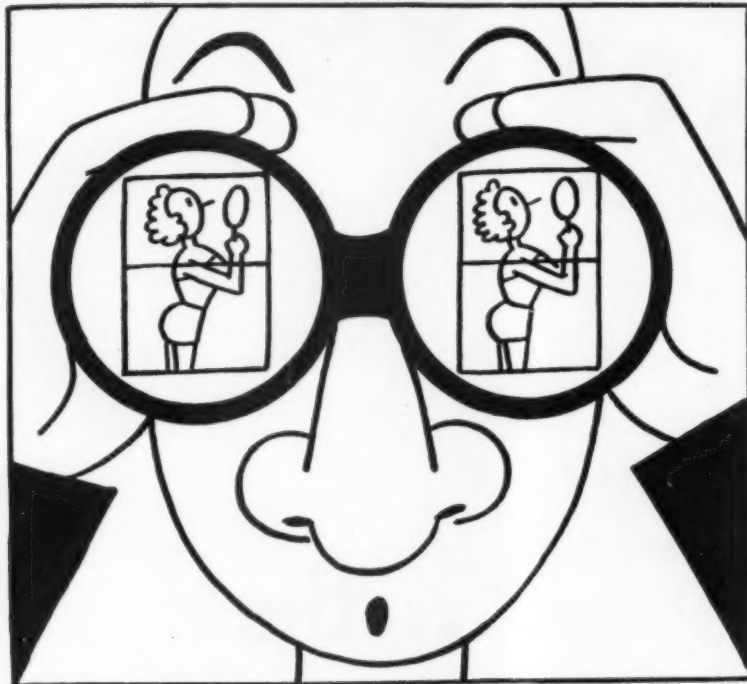
**Cleveland Adclub Elects**

Stanley C. Patno, v.p. and director of Fuller & Smith & Ross, has been elected president of the Cleveland Advertising Club. Other officers elected are D. James Pritchard, v.p. of the Society for Savings, and Carl F. Toll, general manager of national advertising and publicity for Sherwin-Williams Co., v.p.s.; Herbert C. Hauser, president of Tower Press Inc., reelected treasurer, and Horace C. Treharne, reelected executive secretary for the 24th term.

**Cameron Named Ad Manager**

Alan Cameron, formerly manager of the San Francisco office of Hixson & Jorgensen, has been named advertising and sales promotion manager of Chip Steak and Ranch Hand Frozen Meat Co., Oakland, Cal. Hixson & Jorgensen will continue to handle the account in its Los Angeles office.

# "Keep the top of the market sold"



**VERY, VERY INTERESTING.** THE NEW YORKER concentrates over 60% of its circulation in the *ten* greatest trade areas in the United States. Our newest market study shows that one-third of all retail sales in the country are made in these fabulous areas. THE NEW YORKER carries more retail advertising than any other magazine by a wide margin. This again proves that retail advertisers are the shrewdest buyers of advertising space. NEW YORKER readers are ideal prospects for quality goods. If you would like a copy of our latest market study, we will be happy to send you one.

THE  
**NEW YORKER**  
No. 25 WEST 43RD STREET  
NEW YORK, 36, N. Y.

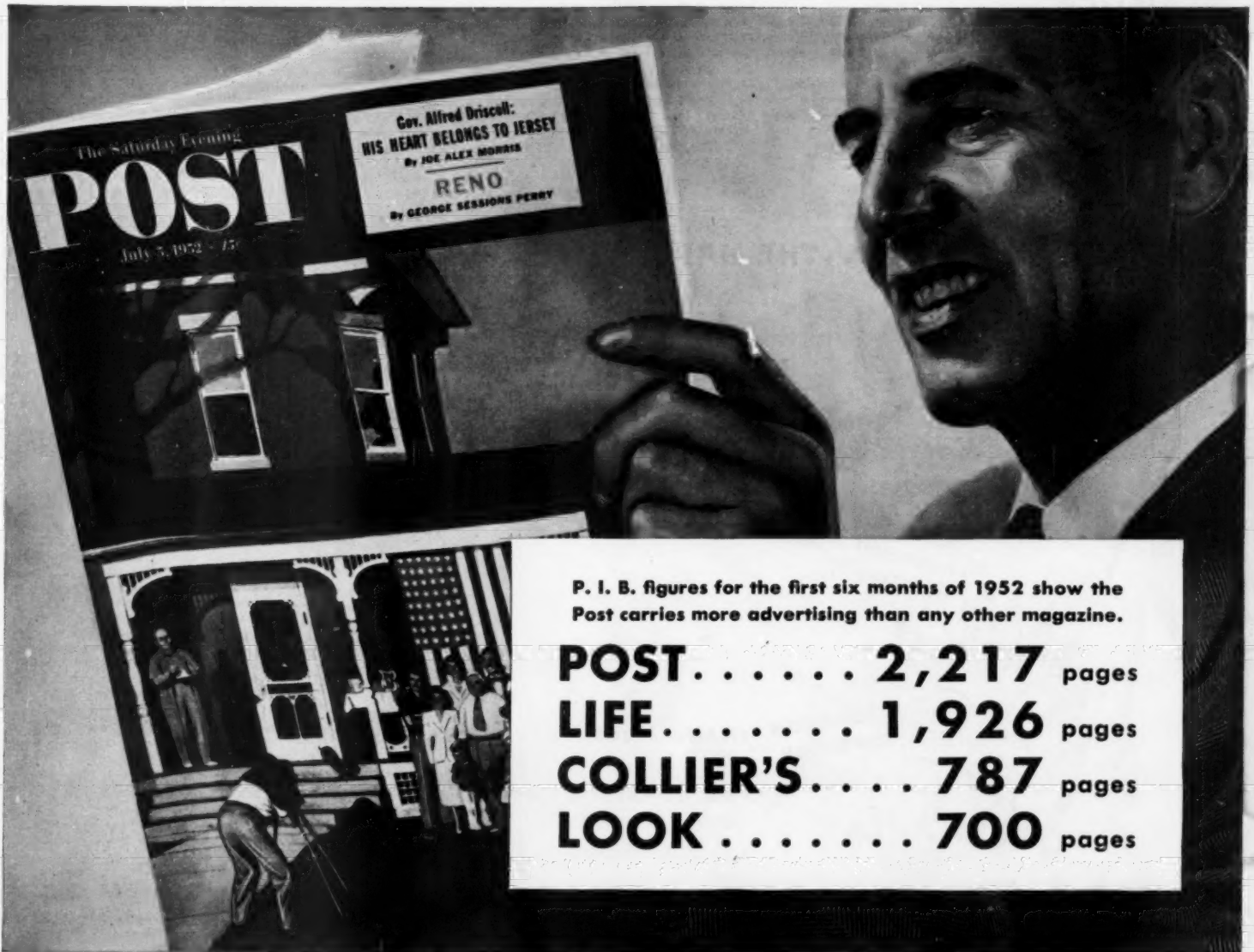
**SELLS QUALITY  
IN QUANTITY**

**SET TYPE  
AT YOUR OWN  
DESK** *This easy  
money-saving way!*

Business men everywhere use FOTOTYPE to beat high type costs. A sure, quick way of preparing copy for offset or any photographic reproduction. Anyone can do a professional job (A stenographer set this entire ad). Send for free catalog, over 100 styles.

**FOTOTYPE**  
1415 ROSCOE ST. CHICAGO 13, ILL.

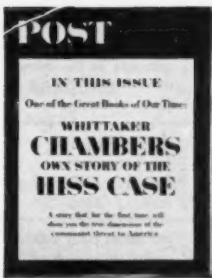
# Number ONE



P. I. B. figures for the first six months of 1952 show the Post carries more advertising than any other magazine.

<b>POST</b> . . . . .	<b>2,217</b>	pages
<b>LIFE</b> . . . . .	<b>1,926</b>	pages
<b>COLLIER'S</b> . . . . .	<b>787</b>	pages
<b>LOOK</b> . . . . .	<b>700</b>	pages

## Number ONE



This issue of The Saturday Evening Post (February 9) had the highest circulation in the history of the magazine.

## Number ONE



Latest A. B. C. figures (first three months) show that the Post leads all other weekly magazines in newsstand sales.

## Number ONE



The April 19 issue carried the greatest dollar volume of advertising in Post history: a record-breaking \$2,549,000.



**-gets to the heart of America**

### GE Plans Biggest Electric Blanket Campaign for Fall

BRIDGEPORT, CONN., July 16—General Electric Co. has announced what it calls "the most extensive sales campaign" ever

launched in the automatic blanket industry.

Called the "Step-Ahead Plan," the drive will be supported by 20 pages of full-color ads to run between Sept. 1 and Christmas. Included in the schedule are *Better Homes & Gardens*, *Collier's*, *House & Garden*, *The Saturday Evening Post* and *Sunset*.

C. R. McLean, GE automatic blanket sales manager, said the promotion will feature a special contest for distributor salesmen, a merchandising kit for dealers and a new carton for all models of the Sleep-Guard blanket.

In addition, GE will send a representative to each dealer to conduct a short sales training program.

#### Malloy Succeeds Underwood

John B. Malloy, midwest representative for *America's Textile Reporter* in Chicago for the past few years, has been named a v.p. and manager of the New York office of the publication, succeeding the late Andrew A. Underwood.

### ACLU Asks FCC to Reconsider on Blacklists

NEW YORK, July 17—The American Civil Liberties Union has asked the Federal Communications Commission to reconsider its stand on the question of alleged blacklisting of radio-TV performers because of their political beliefs.

In April the union petitioned the FCC to make a general investigation of these purported practices in the industry. Its complaint, based on Merle Miller's book, "The Judges and the Judged," was directed against four major networks—ABC, CBS, DuMont and NBC—and two stations—WPIX (TV), New York, and KOWL (AM), Santa Monica (AA, April 14). In mid-June the commission refused to

hold up the license renewals of some stations owned by networks involved in the ACLU charges, saying that it was satisfied by assurances given by the networks and stations (AA, June 16).

Charging that the broadcasters have not denied that they are discriminating against artists listed in "Red Channels," the ACLU asked for public hearings on the complaint. This week's ACLU brief was filed in answer to the networks' replies to the April petition.

The brief said: "Two of the defendants, CBS and KOWL, Santa Monica, indeed almost boast of blacklisting; a third, WPIX, New York, admits that the supposed political views of Charlie Chaplin were in part responsible for the cancellation of his films, the three other defendants... attempt to avoid a direct reply..."

"Not a single answer contains any denial of the allegation that

blacklisting on the basis of 'Red Channels' is prevalent in the radio-TV industries... unless a specific denial of blacklisting practices is forthcoming, we are willing to abandon our request for a general investigation and the investigation of listed instances of blacklisting and ask only a hearing to determine measures of combatting this evil..."

"We submit that the licensees have concentrated the power of rejecting talent totally in the hands of an organization to which they have no responsibility and which has no responsibility towards them—that is the publishers of 'Red Channels.' The power has been concentrated in this agency through the use of listings in 'Red Channels' as a blacklist. It is an enormous power, and as shown... it has not been used in the public interest. If concentrating power in the hands of the networks was an evil that the FCC had to remedy, the concentration of power in an agency under no control from the commission, or any licensee, is completely irresponsible and totally against the interests of the public..."

The ACLU also criticized the FCC for renewing the licenses of stations in question on June 11 after the "FCC had requested the ACLU on June 5 to file a brief before June 16 discussing its charges and the networks' answers."

"We are most confounded that an agency has denied a complaint before it has even received the brief which itself had requested. Doubtless this action of June 11 would, unless reconsideration is forthcoming, be considered—as indeed it has already been—a yielding to pressures of the very sort that have resulted in the blacklisting our complaint is designed to remedy..."

This was a reference to the June 20 issue of "Counterattack," publisher of "Red Channels," which stated "Counterattack" readers succeed in influencing the FCC to reverse its earlier decision."

Some of the stations had been put on temporary license status during the consideration of the ACLU charges.

#### Philco Buys Fall Newscast

Philco Corp., Philadelphia, will sponsor "Edwin C. Hill and the Human Side of the News" starting Sept. 1, 9:30-9:35 p.m., CDT, daily over the ABC radio network. Hutchins Advertising Co., Philadelphia, bought the time.

## INDIANAPOLIS... THE HAPPY SELLING GROUND



RETAIL SALES GAINS

HIGHER CONSUMER INCOMES

SATURATION COVERAGE

# EXPANDING INDUSTRIES

- ▶ MANUFACTURERS' PAYROLL UP over 700% since 1940!
- ▶ RETAIL SALES UP 300% since 1940 in this growing industrial market!
- ▶ \$627,000,000 spent on retail goods alone last year!
- ▶ \$6,431 average effective buying income per family...
- ▶ 42% above national average, and...

Indiana's two largest dailies, The Indianapolis Star and The Indianapolis News, give you saturation coverage of this growing industrial market, plus an effective bonus coverage of 44 rich agricultural counties surrounding it... at the lowest possible cost.

All this makes the Indianapolis market a *must* on every advertising budget!

KELLY-SMITH COMPANY • NATIONAL REPRESENTATIVES

Hoosier Hank

**THE INDIANAPOLIS STAR**  
YOUR FIRST TEAM FOR SALES IN INDIANA  
**THE INDIANAPOLIS NEWS**



**7th annual**  
**INDUSTRIAL PACKAGING**  
and  
**MATERIALS HANDLING**  
**EXPOSITION**  
October | Chicago  
14-15-16 | Coliseum

- EXAMINE: The New and Unusual Products - Equipment - Materials
- LEARN: from the "SHORT COURSE" sponsored by the University of Illinois, College of Engineering

SEE: The interesting and instructive National Protective Packaging and Materials Handling COMPETITION

MEET: The Nation's Top Packaging and Materials Handling People

plan now to attend  
THE MOST INFORMATIVE SHOW IN THE INDUSTRY!  
**SOCIETY OF INDUSTRIAL PACKAGING & MATERIALS HANDLING ENGINEERS**  
Room 902-L • 20 W. Jackson Blvd. Chicago 4, Illinois



# "What am I doing here?"



Santa Claus in the Summer?

What's the point?

**Just this . . .** Santa Claus is the best point-of-sale idea we know. He opens purses . . . starts people buying . . . creates the greatest shopping season of the year.

Making people *buy* is the job of *Advertising at the Point-of-Sale*.

Putting a "Santa Claus punch" into *your* advertising at the point-of-sale, any time of the year, is *our* job.

We specialize in *advertising at the point-of-sale*. We know how to make it sell. Let us *show* you!

**Write** for samples of ideas that sell! Incidentally, does the above picture remind you to get next fall's promotion material in work? Get us started now! Chicago Show Printing Co., 2640 N. Kildare, Chicago 39; 400 Madison Ave., New York; offices in principal cities.



- Lithographed displays for indoor and outdoor use
- Cardboard Displays
- Cloth and Kanvel Fiber Banners and Pennants
- Animated Displays
- Stanzall Outdoor Signs
- Mystik® Self-Stik Labels
- Econo Truck Signs
- Booklets and Folders

**Advertising** at the POINT-OF-SALE

# We place your where no other wom

...Sure, we can talk circulation. But this is so much more important: we reach the emotions of 7,800,000 big-spending wage-earner families—and we reach those emotions with your advertising!



...when a magazine moves emotions—  
it moves merchandise! That's why the  
smartest advertisers are clinching their share  
of America's richest market—the wage-earners  
—by advertising in...

the only kind of magazine  
that speaks their language!

**NEWS FLASH!**

TSWG advertising revenue  
smashes all previous July records  
There must be good reason!

**BIG THINGS ARE HAPPENING  
AT MACFADDEN!**

IT PAYS TO START YOUR LIST WITH...

# TRUE STORY

*Women's Group*

MACFADDEN PUBLICATIONS, INC.

205 East 42nd Street, New York 17 • Offices: Chicago • San Francisco

**toiletries ads  
en's magazine can!**



# Advertising Age

THE NATIONAL NEWSPAPER OF MARKETING  
Trade Mark Registered

Issued every Monday by Advertising Publications, Inc., 200 E. Illinois St., Chicago 11 (DE 7-1334), 801 Second Ave., New York (MU 4-8100), National Press Bldg., Washington 4, D. C. (No 7657), G. D. CRAIN JR., president and publisher, S. R. BERNSTEIN, O. L. BRUNS, J. C. GAFFORD, G. D. LEWIS, vice-presidents, C. B. GROOMES, treasurer.

Member Audit Bureau of Circulations, Associated Business Publications, National Association of Magazine Publishers, Advertising Federation of America.

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Los Angeles (7): Simpson-Rally Ltd., 1729 W. Eighth St., Walter S. Rally, Pacific Coast Manager  
San Francisco (3): Simpson-Rally Ltd., 703 Market St., Wm. Blair Smith, Mgr.

15 cents a copy, \$3 a year, \$5 two years, \$6 three years in U. S., Canada and Pan America. Foreign \$4 a year extra. Four weeks' notice required for change of address. Myron A. Horstfeld, circulation director.

## Fair Trade Again—and Better?

President Truman, whose actions have often proven unpredictable in the past, managed once again to confound the prognosticators this week as he signed the McGuire Bill into law.

Under that law, fair trade statutes in 45 states, which were dealt a death blow by the Supreme Court in the Schwegmann case, will presumably be resuscitated. The old order will re-emerge.

It remains to be seen, however, whether the very considerable number of manufacturers—notably in the appliance field—who gave lip service to fair trade but at the same time helped the "discount houses" build up a substantial volume of business, will mend their ways. If they do, fair trade may become more meaningful in this area.

While conditions which have been prevailing recently may change, it is interesting to note that the Supreme Court decision outlawing fair trade agreements had no noticeable effect anywhere but in the appliance field. There were brief price-cutting flurries here and there, notably in New York, but none of them lasted very long or were too general in scope. Particularly, the drug field, in which fair trade has always been the darling of the independent retailer, felt scarcely any effect from the temporary absence of an effective fair trade statute.

The indications are that when business is good, or reasonably good, and when prices and margins are set at realistic levels, fair trade operates well and without much difficulty. But if price becomes a major factor in selling, and prices of major items are held at levels which either are unrealistic or seem unrealistic to consumers, it can be expected that fair trade prices will again become a target, with corresponding efforts to move merchandise below the levels which are set under the law.

When efforts like these are made, it takes more than pious statements to enforce fair trade prices. It takes a hard-headed, tough enforcement policy by each manufacturer. And in the appliance business in particular, relatively few manufacturers have adopted such a policy heretofore.

## A Challenge to Advertising

If present indications are borne out, advertising is likely to play a larger part in the forthcoming elections than it has ever played before. And certainly, television will make the entire political arena an open goldfish bowl, for everyone to watch.

The opportunity for advertising to prove itself in a sphere in which there is still a great deal of doubt about its efficacy is immense. But there is also an immense opportunity for advertising to fall flat on its face, with consequent harm not only to the candidates and issues which it advocates, but to advertising as a whole.

We profess no special knowledge of political advertising, but we do have one overriding conviction: This year, to be effective at all, political advertising must have sincerity, conviction and an extra dose of BELIEVABILITY.

The public skepticism of the words and actions of political candidates is well entrenched. Almost anything a man running for political office says is subject to substantial discount. And this year it will be far more than normal discount, because the public is being taken farther and farther behind the scenes, and is therefore more and more subject to cynicism.

It will take more than campaign oratory and the mine-run type of political advertising to develop enthusiasm among voters who have seen "spontaneous demonstrations" being carefully engineered outside the political convention halls, and who have already had their heads and their eyes filled with the minutiae of what used to be backstage political maneuvering.

This year, political advertising must be BELIEVABLE to sell.



—Cluett, Peabody & Co.  
"It's too bad you fellas aren't wearing 'Sanforized' shirts."

## What They're Saying

### Pigeon Post

There was an air mail service back in the year 1150. With pigeons! It was established by the Sultan of Baghdad and lasted over 100 years. Now the idea is taken up again—there have been many pigeon post services meantime—by a New York banker.

The U. S. mails, he says, are too slow and unreliable. So communication with his offices in other cities now will be by pigeon post, inspired perhaps by the recent story of the woman who took her son for a surgical operation in San Diego and reported his progress to her husband, on a distant ranch (no phone), by homing pigeons.

Pigeons have been pinch-hitters in the message business from the dawn of history. They have played substantial roles in war from the time Brutus used them when he was besieged by Mark Antony to the Second World War.

Pigeons were once used by a gang of extortionists to cover the trail from their victims, until detectives in planes followed the birds. And a pigeon post reportedly once ran to Great Barrier Island.

Whether this latest bit of pigeon pinch-hitting will shame the U. S. Post Office into improving its service—there are fewer mail deliveries than a century ago—remains to be seen. Could be that if the banker's scheme works the P. O. Department itself will start using pigeons to spruce things up.

—Editorial in the Philadelphia Inquirer, reproduced in Bulletin No. 6-52, issued by Associated Third Class Mail Users, Washington, D. C.

### Public Attendance Via TV

In television, we have an influence to broaden and deepen the life and understanding of the American people to a degree never before imagined.

We have a medium for opening the treasures of our intellectual and artistic heritage so that all people can share in them.

We have a force that is going to cover all of the United States and link continent with continent

in better understanding.

I submit my case to you. All of you, as lawyers or judges, are officers of our judicial system which has a special concern with the maintenance of American freedom.

I recognize that there are proceedings involving the national security or personal privacy where publicity of any sort should be avoided. These proceedings should be held in closed sessions to protect the national interest and private rights. But where the public is physically admitted, we must assume that public attendance is proper. In these cases the only limitation on the number of people who can attend is a physical limitation. Television gets rid of this limitation. It permits everyone to attend. And we must stand on the basic principle that wherever the public is admitted, the television camera should be admitted, so that all can see.

There is always, of course, a question of decorum. I do not presume to suggest that this important aspect of American life should be neglected. I promise you, though, that neither lights nor the camera nor the microphone will even be noticeable in a few years.

The point is also made that participants in public proceedings will act up to the audience if the event is being televised, and that the dignity of the proceedings will suffer. There are always people of that type, but in the long run showing them to the American public will be the best way of correcting their manners.

—Joseph H. McConnell, president, National Broadcasting Co., speaking before the North Carolina Bar Assn.

### Free Wheeling

Bright merchants keep challenging all free-wheeling concepts of radio advertising. For example, a store in Wilkes-Barre, Pa., found 16 spot announcements promoting rugs brought in as much business as 52 on the same item; but, in a large mail order test, a three-minute commercial sold five times as much merchandise as one of one and a half minutes.

—Fairchild Facts, issued by Fairchild Publications, New York.

## Rough Proofs

According to information circulated at the Republican national convention in Chicago, Gen. Eisenhower turned out to be a very successful agency account.

The Exterminator Corp. of America is planning an advertising campaign, and one of its objectives should be to wipe out the synthetic demonstrations by paid marchers at political conventions.

Kleenex has been offering its product for a limited period at three boxes for 69¢, much to the dismay of the manufacturers of Doeskin facial tissues.

Everybody loves a sale except the competition.

American Thermos Bottle Co. has appointed a new agency, and one of its principal tasks will be to persuade people not to call every vacuum container a thermos bottle.

Owners of trademarks value the capital letter highly, one of the reasons no doubt being that losing it may easily have an adverse effect on their capital.

A current magazine ad explains "Why most people want a fine Swiss watch," but what is not explained is why most people will get one without argument.

Sporting goods sales in 1951 reached the impressive total of \$947,000,000, and fortunately for the business the sale of fishing tackle implied no obligation to assure a catch.

"Today," says the poster, "two gallons of gasoline do the work three did in 1925."

This means a big saving for the motorist, only he doesn't get it, compliments of federal and state governments.

When a news story reporting a cut in prices by two leading manufacturers of book paper appeared, producers of newsprint looked the other way.

"Pleasant working conditions," offers a manufacturer seeking a copywriter, "in air-conditioned office."  
Say no more.

A promotion is available that will interest you, "if you want to see your name in the Advertising Hall of Fame."

For most people, that's out of this world.

The Skylark, Buick's new sports car, is described by the world's greatest advertising journal as a copywriter's delight, but for the present copywriters can't delight in it. It won't be advertised.

Duane Jones and friends ought to note how quickly Gen. Eisenhower and his former opponents got together, once the big battle for the presidential nomination was settled.

COPY CUB.

Still Setting Advertising Records . . . a GAIN of

**970,000** lines

for the first six months of 1952,  
following a record year in 1951  
of 36,894,000 lines!

# The Philadelphia Inquirer

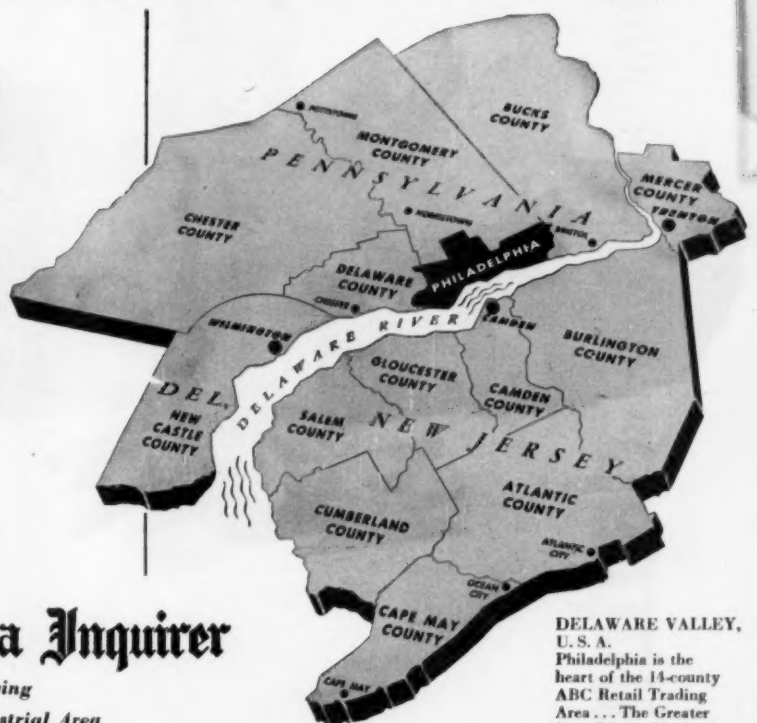
*... Constructively Serving the World's Greatest Industrial Area ...*

## DELAWARE VALLEY, U.S.A.

### THE GREATER PHILADELPHIA MARKET

Last year, THE INQUIRER showed an increase of 875,000 lines of advertising to reach a record total of 36,894,000 lines . . . by far the leader in this vast, growing market.

Today, THE INQUIRER, constructively serving the world's greatest industrial area, is still making giant strides with more millions of lines of advertising . . . to reach, convince and *sell* the 4,500,000 people in this most important "Inquirer Area!"



DELAWARE VALLEY,  
U. S. A.  
Philadelphia is the  
heart of the 14-county  
ABC Retail Trading  
Area . . . The Greater  
Philadelphia Market!

Now in its 19<sup>th</sup>  
Consecutive Year of Total  
Advertising Leadership  
in Philadelphia!



## The Philadelphia Inquirer

*Constructively Serving  
the World's Greatest Industrial Area*

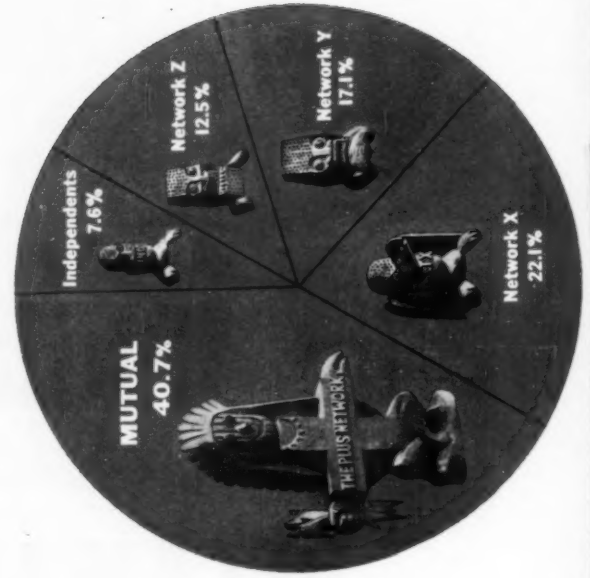
Exclusive Advertising Representatives: ROBERT T. DEVLIN JR., Empire State Bldg., N.Y.C., Longacre 5-5232; EDWARD J. LYNCH, 20 N. Wacker Drive, Chicago, Anderson 3-6270; GEORGE S. DIX, Penobscot Bldg., Detroit, Woodward 5-7260. West Coast Representatives: FITZPATRICK & CHAMBERLIN, 155 Montgomery St., San Francisco, Garfield 1-7946 • 1127 Wilshire Boulevard, Los Angeles, Michigan 0259

# high man

Mister PLUS stands for the one network that dominates radio listening—by nearly 2 to 1—throughout

“Non-TV America”... that 45-state market where 60,000,000 customers live and listen... where *there are as many radio homes as there are TV homes in the entire U.S.*... and where

Mutual has 416 stations, more than the other three networks combined.



## Actual Listening in Non-TV America

(Day and Night All Week Long)

This chart summarizes the findings of a 1,000,000-interview study (by J. A. Ward, Inc., Feb-Mar, '52) in 151 markets in 45 states... distributed for accurate sampling of the total U.S. area where TV cannot be seen. Included, in proper proportion, are non-MBS markets, MBS-only markets, and markets shared by MBS with 1, 2, and 3 other network stations. Full proof of Mutual dominance is available on request.

# low man

Mister PLUS also stands for the one network that traditionally offers the *lowest-cost* route to sales success in all radio. Today especially, Mutual is so geared to the current advertising economy that its clients can continue to depend on the *lowest-scaled rate card* in the business—and consistent delivery of PLUS-values which no other broadcasting network can match.

**the mutual** network of 560 affiliates

... THE NUMBER ONE ROUTE TO NON-TV AMERICA...  
AND THE LOWEST-COST ROUTE TO ALL AMERICA





"RESORT LIVING IN THE HEART OF LOS ANGELES"  
Edward J. Crowley, General Manager - A Hilton Hotel

#### BAB Changes Clinic Date

The date of the Broadcast Advertising Bureau sales clinic in Chicago has been changed from July 21 to Sept. 8. It will be conducted in the Sheraton Hotel by Kevin B. Sweeney, BAB v.p., and John F. Hardesty, director of local promotions.

#### Miller Rejoins Le Quatte

W. A. Miller, who left the agency in 1950, when he was production manager, has rejoined H. B. Le Quatte Inc., New York, to direct production and assist in other departments. He originally joined the agency in 1948.

#### Chase Brass Boosts Moeller

Alfred L. Moeller has been promoted to manager of sales personnel of Chase Brass & Copper Co., Waterbury, Conn. Since March, 1948, Mr. Moeller has been associated with Waterbury Mfg. Co., a fabricating division of Chase Brass, and has been sales manager of plumbing brass goods since 1949.

#### Sibley Leaves Leiman Bros.

Robert E. Sibley has retired after 45 years as sales and advertising manager of Leiman Bros. Inc., Newark maker of air pumps, sandblasting, polishing and dust collecting equipment.



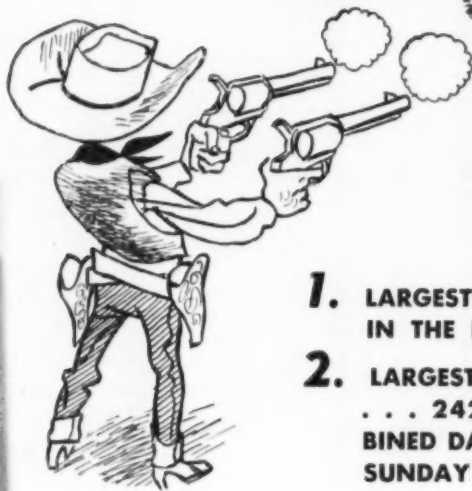
CARPETS ON THE FLOOR—Harry Bowser (second from right), director of sales training for the Sloane-Blabon division of Alexander Smith Inc., greets Edward D. Russell, fashion group supervisor for the Bureau of Advertising. The scene was a New York Sales Executives Club luncheon where Mr. Bowser stressed that the floor covering industry is "not selling floor coverings" but "selling fashions." Others in the group are William F. C. Ewing (left), Alexander Smith chairman and president, and Lee Waterman (right), president of the Sloane-Blabon division.

IT TAKES

TWO

IN TEXAS

—TO DO THE  
JOB RIGHT!



1. LARGEST AND RICHEST MARKET IN THE LARGEST STATE
2. LARGEST CIRCULATION IN TEXAS . . . 242,072 NET PAID, COMBINED DAILY (M&E) AND 221,231 SUNDAY

When you see the \$2,418,313,000 market in the 100 county (552,100 families) Fort Worth-West Texas area covered by the Star-Telegram, you'll agree you want to do *your* selling job RIGHT! And the right way to SELL these prosperous West Texans is through the newspaper they read and believe in . . . the Fort Worth Star-Telegram. Here's why:

The DAILY Star-Telegram reaches . . .

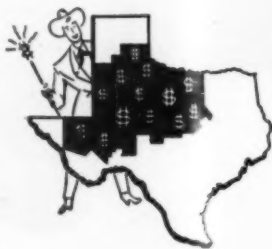
- 20% or more families in 55 counties
- 30% or more families in 31 counties
- 40% or more families in 21 counties
- 50% or more families in 10 counties

The SUNDAY Star-Telegram reaches . . .

- 20% or more families in 62 counties
- 30% or more families in 36 counties
- 40% or more families in 19 counties
- 50% or more families in 6 counties

AND—98% of the families in Fort Worth (Tarrant County) read the Star-Telegram!

Need more facts on how YOU can sell your products or services through Texas' largest newspaper? We'll be happy to provide them!



WRITE Amon Carter, Jr.,  
National Advertising Director,  
for complete market  
and circulation analysis.

**The FORT WORTH  
STAR-TELEGRAM**

AMON G. CARTER, publisher

LARGEST CIRCULATION IN TEXAS

. . . without the use of schemes, premiums or contests—"Just a Good Newspaper"

#### War Shortage Shows Whiting-Adams How Advertising Works

BOSTON, July 15—A shortage of basic manufacturing materials caused by the Korean War turned into a good thing for Whiting-Adams Co.

With the outbreak of war, Chinese supplies of hog bristles for paint brushes were cut off. Manufacturers turned reluctantly to synthetic substitutes which most of them offered apologetically to the trade. Whiting-Adams got busy on a dextron substitute brush and devoted its entire merchandising and advertising budget to its promotion.

The company called its brush "Crusader," chose a theme of medieval heraldry, developed display pieces and promoted the dextron product via spreads in paint and hardware journals until its budget was exhausted.

■ The ads said, in effect: This brush is as good as any you've been using. They could have gone one step further and pointed out that the synthetic bristle brushes cost almost 50% less than hog bristle brushes—\$130 per dozen for wall brushes as compared with \$250 a dozen for the older product. While the paint brush industry was generally in the doldrums, Whiting-Adams has maintained

normal business, amounting to approximately \$5,000,000 annually.

Hog bristle supplies are once again reasonably plentiful and Whiting-Adams has resumed manufacture of brushes made from them. But the Crusader brushes have been firmly established on the market and Whiting-Adams intends to continue making them and hang on to the head start it has earned in the synthetic field by continuing to promote their use.

James Thomas Chirung Co., Boston, created the Crusader campaign for Whiting-Adams.

#### Two Elected Exec V.P.s

P. M. Buhner and C. O. Kleinsmith have been elected executive v.p.s of National Carbon Co., a division of Union Carbide & Carbon Corp., New York. Mr. Buhner, with the company since 1923, is associated with research and development activities and Mr. Kleinsmith, who joined the company in 1914, is in sales.

#### Sapphire Appoints Lorian

Sapphire Hosiery Co., New York, has appointed Mrs. Sonya Lorian advertising and promotion director. Formerly with Ralf Shockey & Associates, she succeeds Mrs. Adele Abel Winner, who is retiring to private life.

#### Morson Named PR Director

Leslie Morson, formerly station manager of WNLC, New London, Conn., has been named public relations director of the Norwich, Conn., Summer Theater.

**W**e do only one thing  
but that one thing we  
do superlatively well.  
We make engravings...  
color and black-and-  
white.

**Thomas F. McGrath  
and Associates**

PHOTO ENGRAVINGS DAY and NIGHT SERVICE  
160 E. Illinois Street Chicago 11, Illinois  
Telephone: DElaware 7-5142



**SINCE 1940 YOUR  
MARKET HAS MORE THAN  
DOUBLED IN  
METALWORKING HOUSTON!**

**IN 1940...**  
Houston, Texas, boasted 146 metalworking plants employing 18,034 workers and produced about \$60,000,000 in metalworking products.

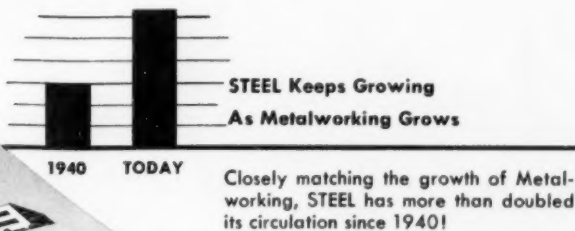
**TODAY...**  
28,840 workers are employed in 308 metalworking plants—over twice as many as 1940. And nearly \$400 millions in metal products are being manufactured in Houston today!

**Similar growth  
throughout the  
Metalworking Industry  
means tremendous sales  
opportunities for you!**

In Erie, Cleveland, Detroit, Schenectady . . . throughout Metalworking America . . . the same tremendous growth has taken place during the past decade! The number of plants has *doubled* or more. *Twice as many* workers are employed by Metalworking today. And the sales potential in your metalworking market has jumped from \$40 billions in 1940 to over \$100 billions today. When a market's growing like Metalworking, you need an advertising medium that's *growing with it*, to keep ahead of competition! Ask the man from STEEL to show you how STEEL matches its circulation to the dynamic growth of the Metalworking industry.  
STEEL • Penton Building • Cleveland 13, Ohio



The magazine of the men



who manage, operate and buy for the Metalworking industry



**"OUTSTANDING" SHELF STRIPS**  
A Reproduction of Your Package and/or Emblem gets More Eye Contact

ANOTHER "PRESSON" PRODUCT BY  
**R. R. KELLOGG ADVERTISING SERVICES, INC.**  
1710 West Washington Boulevard • Los Angeles 7, California

Samples to your specifications submitted without cost or obligation

### Westinghouse Boosts Arbuckle

W. R. Arbuckle has been promoted to manager of the water heater and kitchen utilities department for the electric appliance division of Westinghouse Electric Corp., Mansfield, O. He has been manager of the apartment house and builder sales department and coordinated the promotion and sales of appliances made by the division through apartment house, builder, educational and government channels.

### Adrian Price Joins RMS

Adrian S. Price, formerly with Dexter Chemical Corp., New York, has joined RMS, New York electronic and television accessory manufacturer, as director of public relations. Mr. Price will integrate corporate public relations and over-all promotion activities.

### Appoints Lyle Abbott

Lyle C. Abbott, formerly with Sentinel Publishing Co., Osceola, Ia., has been named to the agricultural staff of Klau-Van Pietersom-Dunlap Associates, Milwaukee.

## Duncan Hines' Mixes Pressing Leading Brands

MINNEAPOLIS, July 15—As a result of some fast footwork and promotion razzle dazzle, Duncan Hines cake mixes are giving the established brands some serious headaches in the Minneapolis market.

Nebraska Consolidated Mills of Omaha, which is licensed by Hines-Park Foods to produce Duncan Hines cake mixes, introduced the mixes in Minneapolis last September.

Distribution had been increased to about 65% of the available retail outlets by February, when the Hines organization decided to shoot the works. Although Hines-Park does not say so, it is generally understood that the company wanted to see how its brand would go in the lions' den of Pillsbury, General Mills, Russell Miller Milling Co. and others.

■ The Hines mixes are handled in this area by a relatively new broker, Lacy-Walker Co. When the decision to make the big push came, Lacy-Walker objected to the cost of a mailed coupon deal, which had been used by Nebraska Consolidated in other markets.

The broker figured the coupon promotion would cost about \$100,000. Lacy-Walker asked instead for \$10,000, most of which would be spent for newspaper space. And, as Russell Lacy admitted to AA, "We got the market open for that."

The promotion was kicked off in March with national ads (including a full-page color ad) totaling 4,200 lines in the *Minneapolis Star* and *Tribune*. Twenty retail tie-in ads added another 7,022 lines to the newspaper push for Duncan Hines mixes.

■ Turning point of the campaign was the appearance of Duncan Hines himself, with a retinue of about ten people, including Roy Park of Hines-Park and officials of Nebraska Consolidated and other Hines licensees.

Minneapolis blossomed with 3,000 copies of an 11x14" poster which read, "Welcome to Minneapolis, Duncan Hines." The *Star* and *Tribune* merchandising staff set them up in restaurants, food stores, hotels and other businesses.

High spot of the visit was a luncheon at which V.I.P.s in the food distribution business and admen heard Minneapolis' Mayor Eric Hoyer award Duncan Hines an honorary Minneapolis citizenship. Mr. Hines displayed his showmanship talents by distributing chocolate and white cup cakes (each bearing a flag insignia of the Duncan Hines label) to all guests, in person.

■ The promotion paid dividends, big dividends. Sales of Duncan Hines mixes increased about 300%. Red Owl Stores sold 168,000 pounds of Pillsbury mixes to 136,000 pounds of the Hines product during the first six months.

In National Tea stores, Hines is pressing Pillsbury for sales leadership. Several independent Twin Cities wholesalers report Hines is now No. 1 in sales. The important fact, of course, is that the Hines promotion did not take place until after the mid-point of the first six months had passed.

Since March, Lacy-Walker has been pushing the mixes in nearby markets, using demonstrations and co-op advertising, particularly through Red Owl and National Tea. After such a drive in St. Cloud, Minn., a wholesaler re-



1. Engraving specialist



2. Skilled lab chemist



3. Proofing specialist



4. Quality control inspector



5. Top research engineer

These are just a few of the many specialists located in Reilly plants nationwide—ready to give swift, expert service wherever you are... whatever your problem. They have contributed much to Reilly's high-quality reputation—have been largely responsible for Reilly's many new developments in the electrotype field.

These men form the backbone of the world's largest electrotype company—a company with the techniques, personnel, and progressive thinking to guarantee you the finest reproduction possible.

Are you satisfied with your present electrotype service? Remember—you receive the benefits of Reilly's unmatched facilities at no extra cost.

## REILLY ELECTROTYPE COMPANY

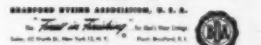
Division of Electrographic Corporation... creators of better plates for better printing

305 EAST 45th STREET, NEW YORK 17, N. Y. • Murray Hill 6-6350

NEW HAVEN • SAN FRANCISCO • INDIANAPOLIS • CHICAGO • DETROIT • LOS ANGELES



Buy repeat customers for pennies... specify "Finish by Bradford" on men's wear linings!



U. S. COINS IN AN AD—Bradford Dyeing Assn., U. S. A., Bradford, R. I., claims that this ad—which ran in three textile publications—is the first legal photographic reproduction of authentic coins under an amended act of July 16, 1951.

ported that Hines now is the largest seller. The company has used some radio spots and now carries more than 100 posters in the Twin Cities area.

An indication of the effectiveness of the Hines penetration is the full-page newspaper ad run by General Mills April 23-24 to boost Betty Crocker mixes on a half-price sale basis. This was the first such ad in the local papers for almost a year and a half. And of course a General Mills half-price deal is an event.

Pillsbury responded to the Hines assault with a three-for-one sale on its mixes, backed by an intensive point of purchase merchandising push.

In other markets, too, the Hines mixes are making substantial progress, usually through mailed coupons. The May Omaha World-Herald consumer analysis showed that Duncan Hines cake mixes were first in consumer preference with 50.7% of all families buying Duncan Hines. A total of 94.4% of all food stores in that area carry the products.

In Des Moines, which the Hines mixes did not enter until 1951, the Des Moines Sunday Register's second brand inventory of groceries—taken last October—showed the brand first with 26% of consumer preference.

Roy Park commented that the "results have far exceeded our most optimistic calculations. . . The only markets where [Duncan Hines products are] not ranked are those which we have not entered as yet."

**Millikan Leaves Bowey's Inc.**

George B. Millikan has resigned as advertising manager of Bowey's Inc., Chicago maker of Dari-Rich chocolate syrup, extracts, and other dairy and soda fountain specialties. The resignation is effective Aug. 1. Mr. Millikan has been with the company for 15 years. He plans to start his own business in Michigan.

**N. Y. Business Editors Elect**

William A. Phair, editor of Hardware Age, a Chilton publication, has been elected president of New York Business Paper Editors Society. He succeeds Cyrus Bernstein, director of editorial production, Haire Publishing Co. Other new officers include Jack A. Ghene, managing editor, Housewares Review, v.p., and Aileen H. Weisburgh, Sales Management, secretary-treasurer.

**'Family Circle' Names Fox**

John Fox, formerly with Columbia Broadcasting System, has been named production manager in the promotion department of Family Circle, New York.

**Rodkin Adds Three Accounts**

Sander Rodkin Advertising, Chicago, has been named to direct advertising for Stronghold Screw Products Inc., maker of screws, nuts, bolts, washers, etc. (direct mail, trade publications); Solar Cine Laboratories, processor and distributor of color and b&w films (newspapers, and consumer and trade publications), and Kingston Mfg. Co., producer of lamp shades and wrought iron lamps (trade and consumer publications, and direct mail), all of Chicago. William (Bill) Westervelt, who has been in advertising, art and printing for a number of years, has been named production manager.

**Rand Names Brown Treasurer**

Rand Advertising, New York, has appointed Thomas R. Brown treasurer. Mr. Brown has been associated with Compton Advertising and the Kudner Agency and formerly was assistant general manager of Anahist Co. Marcella Maynard, previously with Huber Hoge & Sons, has joined the Hollywood office as time buyer.

**Bacardi Promotes Rodriguez**

Bacardi Imports of New York has promoted Fausto Rodriguez to national sales promotion manager. Formerly manager of the hotel and club division, in his new capacity Mr. Rodriguez is building promotion plans for Bacardi's new bottled president cocktail and the budget bottles of Bacardi rum.

**Remington Appoints Judd**

M. L. Judd, formerly with the Delco appliance division of General Motors Corp. and U. S. Radiator Corp., has been named general sales manager of the Remington air conditioning division of Remington Corp., Auburn, N. Y. He succeeds E. A. Bonneville, who has resigned.

**Lane Promotes Ohliger**

Thomas W. Ohliger has been promoted to the new post of promotion manager of Lane Publishing Co., Menlo Park, Cal., publisher of Sunset Magazine. Mr. Ohliger, who has been on the staff of the magazine since 1947, will promote activities in publicity and general business.

*if*  
you are interested in giving your product promotion program greater selling impact with the consumer at the local level . . .  
Write to Dept. S-2.  
*Drake* PUBLISHING COMPANY  
185 NORTH WABASH AVENUE • CHICAGO 1, ILLINOIS  
SPECIAL CONSUMER PUBLICATIONS AND MAGAZINES  
DIRECT CONSUMER PROMOTION

**Mark them well... they are buying power!**



**Sell these Young Adults in Redbook**

In any survey of buying power, there is no overlooking the Young Adult Market. They are eager-to buyers—hungry buyers—between the ages of 18 to 35. This is the age group in which three-quarters of all people are married each year. It's the age of wooing and wedding . . . of starting households and building families . . . the years of necessity for furniture, foods, refrigerators, toiletries, clothes, appliances and baby carriages. Most of these are original, first-time needs for this brand-new market.

And there's no overlooking the fact that this market is reached each and every month—with solid impact—by REDBOOK Magazine. REDBOOK is edited from cover to cover just for Young Adults. Every story, article and feature is geared for their tastes, needs and desires.

Has this paid off? Here's the best evidence of Young Adult response to REDBOOK:

Despite a 40% increase in newsstand price last August (from 25¢ to 35¢) REDBOOK's circulation guarantee of 1,950,000 was exceeded in the last 6 months of 1951. Circulation in the 1st quarter of 1952 exceeded 2,000,000!

You can reach this dynamic, brand-new market . . . you can sell these vital Young Adults right now in REDBOOK. It's their magazine.

1 2 4 6 8 10 12 14 16 . . . . . from 18 to 35 . . . . . 37 39 41 43 45 47 49 51 53 55 57 59 61 63 65 67 69 71 73 75 77 79 ? ? ?

**Redbook's Young Adults**  
THE VITAL YEARS THE VITAL MARKET

Copyright 1952 Redbook Magazine

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# HOW TO INCREASE THE EFFICIENCY OF MAGAZINE ADVERTISING DOLLARS

*Three actual cases show how the new National Study of Magazine Audiences enables advertisers to get greatest coverage of their best prospects at the lowest cost*

**T**HE 1952 National Study of Magazine Audiences gives the first comparative data on nine major magazines.

*One of the most significant facts to emerge from the study is that the average person who reads any of the nine magazines also reads one or more of the others.*

Of course advertisers have always known that any combination of major magazines involved duplication of readers.

*But until now there has been no precise and comprehensive way to measure the extent of this duplication.*

The new study, conducted for LOOK by Crossley, Inc., noted research organization, reveals the exact amount of duplication among LOOK, Life, Post, Collier's, Good Housekeeping, Ladies' Home Journal, McCall's, Woman's Home Companion and Better Homes & Gardens.

It not only shows what duplication is involved in the total audiences of these magazines . . .

*It also shows the duplication among various categories of sales prospects by such factors as age, sex, income, occupation, home ownership, etc.*

This data enables the advertiser to select his magazine list with an efficiency and precision never before possible.

For having decided exactly who are his best sales prospects, he now can build his list by starting with the magazine that gives him the most of those prospects per dollar, and adding other magazines accordingly.

Through a series of cross-tabulations, it can now be determined which combination of magazines will give you the greatest coverage of your best prospects at the lowest possible cost.

## **Greater selling efficiency demonstrated by three actual cases**

Following are three specific examples of how the new study can be used to increase the efficiency of advertisers' dollars.

Each example shows the coverage a large national advertiser is currently getting from his present magazine list.

And it shows the coverage he *could* get by basing his magazine selection on the data in the new study.

## CASE NO. I AUTOMOTIVE PRODUCT

A manufacturer of an automotive accessory is primarily interested in reaching male readers aged 15 to 44 who are members of car-owning families. He has been using a full-page, four-color campaign in three weekly magazines. This list delivers 12,016,000 of his "good-prospect" male readers and costs \$63,885 per combined insertion.

By substituting LOOK for one of the weeklies, this advertiser could reach an additional 241,000 "good-prospect" male readers and do so at a saving of more than \$3,200 per insertion.

Present List	Unduplicated Male Audience (15-44) in car-owning families	Total Unduplicated Male Audience	Total Unduplicated Male & Female Audience	Cost
3 Weeklies	12,016,000	24,080,000	47,020,000	\$63,885
<b>Revised List</b>				
2 Weeklies } LOOK	12,257,000	23,800,000	47,422,000	\$60,655

## CASE NO. II FOOD PRODUCT

This manufacturer is primarily interested in reaching housewives between the ages of 20 and 34. He has been running a full-page, four-color campaign in a four-magazine list comprising two weeklies and two service magazines, at a combined cost per insertion of \$81,210. This list delivers a total of 6,934,000 housewives between the ages 20-34, and a total audience of 28,892,000 different females. The two weeklies also provide a very sizable bonus of male readers.

By substituting Good Housekeeping for one of the present women service magazines he not only can increase his coverage of 20 to 34 year old housewives, but in addition increase his total coverage of all females. And this substitution would save him almost \$7,000 per insertion!

Present List	Unduplicated Audience of Housewives (aged 20-34)	Total Unduplicated Female Audience	Total Unduplicated Male Audience	Cost
2 Service } 2 Weeklies	6,934,000	28,892,000	20,832,000	\$81,210
<b>Revised List</b>				
1 Service } 2 Weeklies } Good Housekeeping	7,213,000	29,202,000	20,832,000	\$74,300

## CASE NO. III DRUG PRODUCT

This manufacturer is running a campaign designed primarily to interest female readers. He has been using a five-magazine list made up of a weekly and the four women's service magazines. Full-page black-and-white insertions in this list cost him \$66,590 per insertion. The five magazines deliver an audience of 30,876,000 different female prospects. In addition, the weekly magazine reaches a male audience of 16,050,000, which can be considered an important bonus.

By substituting Better Homes & Gardens and LOOK for two of the women's service magazines, this advertiser can greatly increase his basic female coverage and in addition get a larger bonus of male readers and increase his total impressions by 18,100,000, or 25 percent. And, while greatly increasing his coverage of both primary and secondary prospects, he actually would be saving more than \$3,000 per insertion!

Present List	Unduplicated Female Audience	Unduplicated Male Audience	Total Reader Impressions	Cost
4 Service } 1 Weekly	30,876,000	16,050,000	72,650,000	\$66,590
<b>Revised List</b>				
2 Service } 1 Weekly } Better Homes & Gardens } LOOK	32,364,000	23,352,000	90,750,000	\$63,550

## What about your current magazine list?

Whatever product or service you may advertise, the new audience study can help you to determine precisely what is the most efficient and economical list of magazines you can use.

Quite possibly your current list is giving you the coverage you want in the most efficient way. But it may well be true that, as in the examples at left and above, the study can show how a change in your list can deliver more of your best prospects at roughly the same cost — or the same number of prospects at lower cost.

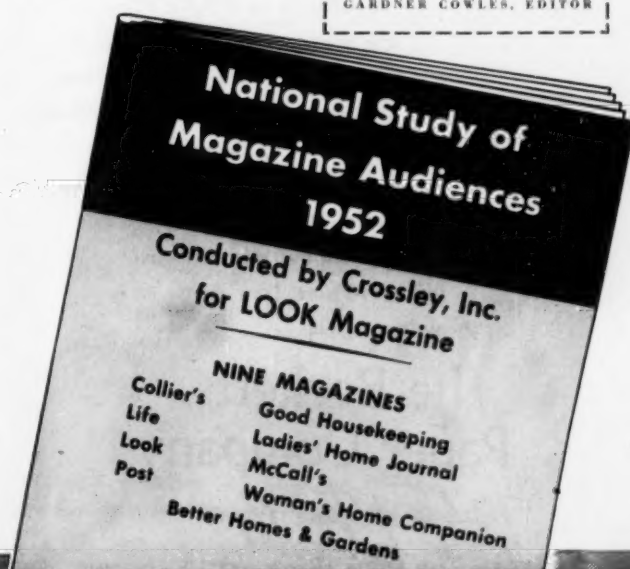
LOOK will be glad to have made any special tabulations that may interest you. Since all of the statistics are on punched cards, the tabulations usually can be made quickly and at modest cost.

The principal findings of the new study have been published in a Working Manual, especially arranged for convenient use by buyers of advertising.

For copies of the Manual, for special tabulations, or for further details, consult your LOOK salesman or write to: LOOK, Research Department, 488 Madison Avenue, New York 21, N.Y.

# Look

GARDNER COWLES, EDITOR



**St. Louis Marketers Elect**

C. Sewell Pangman, Oakleigh R. French & Associates, has been elected president of the St. Louis chapter of the American Marketing Assn. Other officers elected are Richard M. Lawrence, Monsanto Chemical Co., 1st v.p.; Gerald A. Koetting, Lincoln Engineering Co., 2nd v.p.; Kate Grimm, Edward G. Doody & Co., secretary, and Ann Schwier, St. Louis University, treasurer.

**Abbott Kimball Boosts Perine**

J. Erwin Perine has been elected v.p. in charge of the home furnishing division of Abbott Kimball Co., New York. Mr. Perine operated his own studio before joining the Kimball agency in 1945.

**PUT YOUR COPY IN OVERALLS**

Keep it down to earth—talk the language of the man on the street or farm. I can write buckeye copy

"That Fellow Bott" a  
Leo P. Bott, Jr., 64 E. Jackson, Chicago

## Wine Board Plans \$400,000 October 'Discovery' Drive

SAN FRANCISCO, July 15—October will be "Wine Discovery Month," and \$400,000 will be spent during that month to get consumers to "discover the pleasures of wine."

The Wine Advisory Board alone will spend that sum in newspapers and magazines, while wineries, bottlers and distributors are expected to boost the total with their tie-in advertising.

"More of this wine brand, tie-in support is scheduled for this one month, nationwide promotion than for any other single campaign in the history of the wine industry," Edmund A. Rossi, manager of the Wine Advisory Board, said.

"Double-page, full-color ads in three top national magazines [Collier's, McCall's and Woman's Home Companion]... and big-space ads

in 138 key U. S. newspapers will urge customers to 'Discover the Pleasures of Wine.'

"... An original, new advertising 'hook' makes the wine retailer key man in this October, pre-holiday selling drive. The 'hook' is a useful item—pictured in full-color in all advertising—which every regular and new user of wines will want."

Details of the ad-teaser will be announced later, Mr. Rossi said, and so will further data on the campaign, which is being handled by J. Walter Thompson Co., the board's agency.

■ More than 21,000,000 American families are now regular purchasers of wine, according to a recent Wine Advisory Board survey.

The number of families who drink wine at home has increased by 4,500,000, or 26.6%, since 1938, the survey shows.

The survey was conducted among families in 82 large, medium



**Honeywell**

*First in Controls*



**NEW TRADEMARKS**—Minneapolis-Honeywell Regulator Co. has adopted two new basic trademarks for its many products in the automatic controls field. The new monogram and signature were adopted as part of a move to consolidate a variety of company marks and to enhance package and product identification.

and small cities in 40 states and the District of Columbia.

■ Here are some highlights:

1. Today, 47.6% of American families drink wine in their homes.

2. More women than men drink wine at home (7%), but it's the man who buys the wine in most instances. Twice as many men (75.8%) as women (34.6%) purchase wine. Package stores do 54.3% of the business, and food stores handle 24.1% of sales. State stores, which were second in total sales in a 1946 survey, now do only 13.4% of the business.

3. The typical wine user is a man or woman between 35 and 49 years old, with a family income from a white-collar job of from \$3,000 to \$5,000. He (or she) has been using wine for more than 6 years and serves a little more than

a fifth of wine a week.

4. Wine users increase in proportion to non-users as income increases. There are twice as many wine-using families as non-users in the group with an income exceeding \$5,000. The variation between users and non-users in the \$2,000-\$3,000 group is slightly more than 1%.

5. More than half the wine-using families prefer sweet dessert wines. Dry red and white table wines are preferred by 37.3% of families.

6. Of the regular wine-using families interviewed, 32% order wine regularly or occasionally in restaurants and taverns. Only 22.5% of all wine-using families said that wine is suggested by waiters or waitresses when they dine out. On the other hand, 33.3% said they would be inclined to purchase wine when dining out if it were suggested.

**'SR' Hikes Guarantee, Rate**

Effective Jan. 1, Saturday Review will increase its circulation guarantee 25% to 125,000 and its advertising rate 20% to \$950 for a 6w page. The first rate increase in three years, it applies to both general and book advertisers. The magazine also is increasing its annual subscription rate from \$6 to \$7, effective Aug. 1.

**KMTV Subscribes to TV Code**

KMTV, Omaha, has subscribed to the National Assn. of Radio and Television Broadcasters' Television Code. This brings the number of subscribers to 91 out of 108 existing TV outlets.

**Promotes Marsh to Sales Head**

Z. A. Marsh, formerly manager of the Oklahoma City office, has been promoted to sales manager of the school division of Minneapolis-Honeywell Regulator Co.

**Ritz-Carlton to Gelula**

Ritz-Carlton Hotel, Atlantic City, has named Abner J. Gelula & Associates, Philadelphia, to direct its advertising.



**be sure  
it has  
a cover**

PREFERABLY, a cover of  
**BUCKEYE or BECKETT**—  
the good-looking, long-wearing  
cover stocks which have long been  
the first choice of admen and printers  
everywhere. 13 colors, 9 finishes to  
choose from in the **BUCKEYE** line;  
10 colors, 9 finishes, in the  
lower-priced but very attractive  
**BECKETT** line. New sample  
books on request.

**The Beckett  
Paper Company**

*Makers of Good Paper  
in Hamilton, Ohio, Since 1848*

## THIS NEWEST WARWICK TYPESETTING SERVICE IS IMPORTANT TO YOU!

**WHAT new service?** It's called "Fotoset" . . . it's Warwick's sensational, new process of setting type directly on film or paper! Headings, body, tabular matter . . . all composition is set automatically and less expensively. From the "spare no expense" brochure to the "save every penny" piece, Warwick Fotoset does the job.

**WHY is it important?** You get razor-edge sharpness of all letters, including the finest serifs and hairlines . . . evenness of color throughout. And there's no smudging or bleeding. No matter what your layout calls for you get it from Warwick on actual film or reproduction proofs . . . ready for the engraver or lithographer.

**HOW will it save you time?** Warwick Fotosetter sets type directly on film, so all you need do is OK galley proofs before final film or reproduction proofs are produced to your exact specifications.

**HOW will it save you money?** With 32 type fonts up to 36 point at the finger tips of the operator (which means keyboarding many large "handset" sizes) . . . the elimination of expensive type metal . . . the speed and flexibility of Fotoset composition is naturally a more economical operation.

**WHERE can you get it?** Warwick Typographers can give you Fotoset combined with a complete typographic service, from creative typography to typesetting ready for the engraver or printer. Warwick serves clients in 32 states plus Mexico and Puerto Rico.

For the complete story of what Warwick's new Fotoset can mean to you, write Dept. A-1.

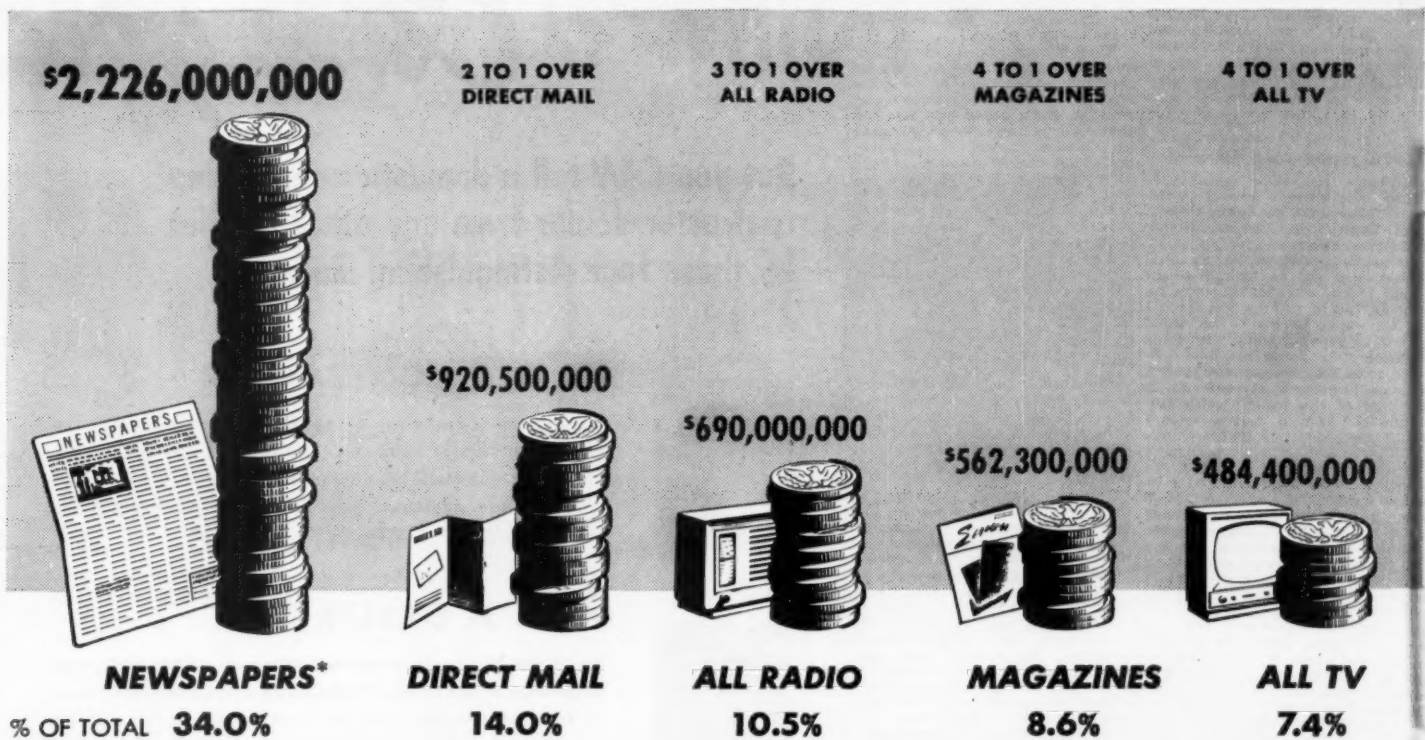
**WARWICK** TYPOGRAPHERS  
INCORPORATED

920 Washington Ave. • St. Louis 1, Mo.

...overnight by rail and air from nearly all U. S. . .



# Advertisers Choose Newspapers 2 to 1 OVER ANY OTHER MEDIUM!



It takes a lot of confidence and all kinds of people to spend two and a quarter billion dollars' worth of advertising.

It takes everybody from big VP's with heavy ad budgets to housewives with rooms to rent. It takes chain-store executives and neighborhood merchants.

It takes local business people — those who spend only their own money for ads, and those who also spend the important money contributed by manufacturers.

But most of all it takes an advertising medium that can do the job — the medium

that can do a *complete* job: NEWSPAPERS.

Only newspapers can give you fullest value for your ad dollar because only newspapers reach *everybody* who can buy.

\* *Miscellaneous media, 25.5% brings total to 100% — 6½ billion dollars, greatest in the nation's history. Figures include production costs.*

*Newspapers' percentage covers dailies only (weekdays and Sundays).*

*Source: Preliminary estimates for 1951 published by Printers' Ink, January 11, 1952.*

## BUREAU OF ADVERTISING

American Newspaper Publishers Association • 570 Lexington Ave., New York 22—Plaza 9-6262  
360 N. Michigan Ave., Chicago 1—State 2-8681 • 240 Montgomery St., San Francisco 4—EXbrook 2-8530

Sponsored by **The Minneapolis Star and Tribune** in the interests of fuller understanding of newspapers

## Solid Selling

### Echo of the "Good Old Days"

Denver, Colo.—Youngsters in these parts don't have to depend upon grandpa's recollections to get a touch of the true flavor of the early 1900's. The good old days blossom forth on many civic occasions when Cobb's Playing Plumbers—a real old time German Band—give their melodic renditions of "After the Ball," "In the Good Old Summertime," and other hit-parade favorites of the slow-and-easy era.

The Cobb Plumbing and Heating Co. says it's probably good business to sponsor girl's baseball or bowling teams, but prefers to give its salute to civic pride with the German Band. Cobb's Playing Plumbers are booked solid the year round for organization meetings, outings, and old-fashioned band concerts.

Solid selling? The Cobb records prove that it is and you can read more about it in "2000 and 1 Prize-Winning Ideas", a book full of solid selling experiences, available on approval from Domestic Engineering, 1801 Prairie Avenue, Chicago 16.

### No Forgotten Tools Here

Chicago, Ill.—One contractor-dealer who turns to advantage the hoary joke about plumbers forgetting their tools is the Taylor Plumbing Company.

"Our Shop—Where We Stop" is emblazoned on Taylor's Walk-in panel truck, a veritable shop on wheels. Inside, in bins, are carried all the parts necessary for most plumbing repairs, along with tools necessary for doing the job.

On call for 24-hour emergency service, the truck is sent out to the site of the trouble with full confidence that it carries everything necessary to make things right in jig time. The workers need spend no time away from the job hunting down plumbing parts or going back to the shop for tools they thought they wouldn't need.

Of great value is the customer reaction to the truck and the fine job of public relations, advertising and prospect-finding it does while at work away from the shop. It has not only been responsible for impressing old customers but has attracted many new ones as well.

"We just couldn't get along without it," Taylor states. "With the shortage of labor you've got to get on and off each job quickly, otherwise you're losing money and customers. We've found that our shop on wheels provides the answer to that and many other problems."

### Super-Market Tactic

Hollywood, Calif.—Attractive displays and interiors aren't the only chunks of solid selling The Hub, domestic engineering contractor-dealer here, goes in for. Men are just as inveterate shoppers as women—and just as likely to want to loiter and "figure" purchases. The Hub owners believe.

To feed that urge to "browse" The Hub has installed a number of those push-carts you see in supermarkets. Men come in, grab a cart and proceed to explore the small parts offerings which are displayed in abundance on well-lighted, attractive gondolas and wall shelves. You'll find everything from a washer to a faucet and accessories and tools of all sorts, plus, of course, the big displays of major items: sinks, washing machines, air conditioning, heating products and other domestic engineering equipment.

Many a man has come in to pick up a few gadgets for his home supplies and walked out with a determination to bring the little woman back to look at a new kitchen, laundry, or heating system—to be installed by The Hub. It's another of the "2000 and 1 Prize-Winning Ideas" you'll find in a book by that name available on approval, from Domestic Engineering, 1801 Prairie Avenue, Chicago 16.

### Tips to Wives Sell Appliances

Philadelphia, Pa.—Despite what the soap operas have to say about

it, E. Herman Moser, domestic engineering dealer from Philadelphia, operates on the theory that it's the man who pays.

The approach this super-salesman has taken in selling appliances has earned him the nickname of "Cash Register Moser" among his business friends, due to the large pocketful of change he habitually carries. Here's what he uses it for:

During the day his appliance salesmen on cold canvass introduce the product and pre-sell the housewife. The housewife's normal response in consideration of such a purchase is to make a future appointment for that night when her husband is home. That's when Cash Register Moser gets into the act.

Showing up at the home and briefing the husband on whatever his wife already hasn't told him about the product, he waits for the inevitable reply, "It's swell, but I can't afford it now."

Then Moser asks if the family ever eats out. Getting an affirmative answer, he slips a few coins from his pocket on to the table and asks if that's about the size tip that's left on these occasions. Again the answer is yes. Then Moser points out that by tipping his wife after every meal the husband can easily pay for the range the woman wants to buy. Moser not only will supply a piggy bank but even starts it off with its first few coins.

Applied in variation to other appliances, the Philadelphia dealer says he closes nine out of ten prospects this way.

### Cookin' with Gas

Rockford, Ill.—Turning Jeb Stuart's axiom of "fustest with the mostest" into a merchandising philosophy was the brain-child of Rockford Kitchens, a division of the Rockford Plumbing Shop of this city.

The objective was to put one of their model kitchens before the greatest flow of receptive traffic. An ideal spot was in the lobby of the local gas company's downtown building. The subject was broached—the utility agreed—and the kitchen was in.

Now being used by the utility occasionally for cooking demonstrations, the display not only reaches ordinary traffic through the lobby, but special groups who are already interested in new kitchens and appliances. A sign gives credit to Rockford Kitchens and company literature and return post cards are available at all times.

Getting to where business originates with an arresting display of this type is providing a continuing source of live prospects from among the thousands of visitors.

### Heating Insurance Contacts Make Extra Sales

Haddon Heights, N. J.—An oil burner insurance plan which allows him to maintain close contact with the customer is a fine way to promote additional sales of other equipment, states W. C. Davis, Haddon Heights domestic engineering contractor-dealer.

In addition to three other service plans at set rates, Davis' \$20 one-season policy allows for: servicing and cleaning of the oil burner, servicing and cleaning the controls, vacuum cleaning the heater or boiler, smoke pipe and base of the chimney, one year free service, replacement of oil burner parts and controls as needed, and automatic oil deliveries.

The insurance is offered to customers installing new oil heating equipment or to those whose heating plants have been checked free and found in good condition.

The policy itself is printed in certificate form for prestige value, tending to emphasize its worth. The plan is advertised by direct mail and word of mouth by customers. Volume has grown to the point where 15 men and 6 trucks spend 75 percent of their time on installation and servicing of heating units.

Davis says, "We sell service and service sells for us."



But you **CAN** tell a domestic engineering contractor-dealer from any other retailer by these four distinguishing marks . . .

### HE IS A CONTRACTOR

His work as a contractor brings him into close contact and continuous consultation with architects and owners in planning and installing complete plumbing, heating, air conditioning and appliance services in new construction and remodeling jobs of all kinds.



### HE IS A DEALER

You'll find his smart, modern retail store on the main thoroughfares of the nation, in the large cities and small towns. To these stores come thousands of people to see and buy the modern comfort and convenience products. From this store, his sales staff calls upon prospects and customers.



### HE SERVES THESE MARKETS

His entire community is his field. Whether it be new construction or remodeling or improvement of residential, industrial, institutional or commercial structures, this well-established, financially-sound business man serves them all. He is, in fact, the only source for his type of service.



### HE SELLS, INSTALLS, SERVICES, GUARANTEES

Every product he sells or service he performs is handled by his own organization, from sale, thru expert installation, skilled service, and guarantee of performance. His sales ability, plus his technical knowledge, plus his sense of community responsibility, assure satisfaction to all at all times.



The domestic engineering contractor-dealer is an aggressive merchandiser, maintains a modern retail store and a skilled crew of mechanics who install and service the plumbing, heating, air conditioning and appliance systems and equipment in all of the buildings of his community. He is financially sound, his business is not subject to seasonal lulls, his reputation in his community, built upon years of satisfactory service, is unsurpassed.

(Advertisement)



# is a pretzel bender... other a trapeze performer— tell WHICH IS WHICH?



The big jobs, the small jobs—the plumbing, heating, air conditioning and appliance jobs in new construction, remodeling and improvement of residential, commercial, institutional and industrial buildings—are sold, installed, serviced and guaranteed by the domestic engineering contractor-dealer. He consults and plans with building owners, architects, and general contractors. He recommends and sells the products in his line.



In domestic engineering contractor-dealer stores like this—thousands of them across the country—your customers are buying plumbing, heating, air conditioning and appliance products. And they're getting the best in guaranteed merchandise, guaranteed installation and guaranteed service because the domestic engineering contractor-dealer's reputation for dependability makes him the preferred dealer for these products.

## IF YOU WANT TO GET YOUR PRODUCTS INTO THESE PICTURES AND THOUSANDS MORE LIKE THEM...

■ The plumbing, heating, air conditioning, and related appliance installations in your home, your office, your community's churches and schools, restaurants and hotels, hospitals, retail stores, and industrial plants, were all originally sold and installed by a domestic engineering contractor-dealer.

When any of this equipment needs service, it is the domestic engineering contractor-dealer's staff of skilled mechanics who take care of it.

If you are going to remodel your kitchen,

bathroom, laundry, heating system, or install air conditioning, the domestic engineering contractor-dealer is best equipped to help you plan the best job, select the best equipment, and install it complete for you.

When you get ready to buy a new washing machine, garbage disposer, refrigerator, water heater, oil or gas burner, or any other comfort or convenience appliance, you'll find a domestic engineering contractor-dealer near you with a modern sales room where you can view these products and buy them. Chances are he'll be the one who will "get

you ready to buy" through his intelligent advertising and selling effort.

That's why we say if you want to get your products into new construction, remodeling or improvement of residential, commercial, institutional and industrial buildings, you've got to first get them into the domestic engineering contractor-dealer's line.

The way to do that? Through the pages of the magazine that covers all phases of the domestic engineering contractor-dealer's business... Domestic Engineering.

**Consult Your Advertising Agency or get the facts on how you can get the domestic engineering contractor-dealer to sell, install, service and guarantee your plumbing, heating, air conditioning or appliance products... from...**



### DOMESTIC ENGINEERING PUBLICATIONS

1801 PRAIRIE AVENUE  
CHICAGO 16, ILLINOIS

### State Medical Groups Now Employ More PR Personnel

Chicago, July 15—An increasing number of state medical associations are using trained public relations people to carry their programs to county medical societies, according to the current p.r. bulletin of the American Medical Assn.

A survey of other state associations made by the West Virginia organization shows that 25 state groups now list separate expenditures for public relations. These range from \$3,500 to \$100,000 annually, with the average being \$20,330.

A fulltime p.r. director or consultant is employed by 13 state societies, while two states employ parttime men. Public relations responsibilities in 29 states are delegated either to the executive secretary or to the secretary and a p.r. committee.

■ The p.r. department of the AMA also surveyed state societies, to learn how many employ field representatives to implement their programs locally. Here are the results, based on answers from 38 states:

Eight employ fulltime field representatives (Indiana, North Carolina, Missouri, New York, California, Michigan, Wisconsin and Minnesota). Salaries range from \$3,000 to \$6,000 or more, with three-fourths of the representatives earning \$5,000 or more.

Seven states have employes who devote one-half of their time to field service activities (Oklahoma, Kentucky, Washington, Colorado, Tennessee, Iowa and North Dakota).

In 14 other states, the executive secretary or the p.r. man handles field work. Some of the duties listed for field men are visiting county societies, interpreting the state program, helping with local society problems, working with the state legislature and acting as a trouble-shooter for the state association.

### Mattress Firms Open Drive

Three bedding manufacturers and two agencies will open a cooperative promotion next month for the new Springwall mattress. The manufacturers are United States Bedding Co., St. Paul; Eclipse Sleep Products Inc., New York, and Southern Spring Bedding Co., Atlanta. The campaign will begin in August with color pages in *Better Homes & Gardens*, *Good Housekeeping* and *Life*. Agencies handling the account are Fischbein Advertising, Minneapolis, and E. T. Howard Co., New York.

### Form Ad Agency in Miami

The former Miami office of Newman, Lynde & Associates, which has headquarters in Jacksonville, has become a separate agency, Gottschaldt-Mickelberry. Offices are continuing in the Congress Bldg. President of the agency is Allan C. Gottschaldt, previously executive with Charles W. Hoyt Co., New York, and Badger and Browning & Parcher, Boston. William C. Mickelberry, formerly with Marshall Field & Co., Chicago, is v.p. Mrs. Aurora Justice Wilkinson is treasurer.

### McGuire Joins Bauerlein Inc.

David R. McGuire Jr., formerly public relations director for New Orleans, has been named to the staff of Bauerlein Inc., New Orleans advertising and public relations counselor. He is succeeded as New Orleans p.r. director by Glen Douthit, his assistant since March.

### Sapolin Appoints KFC&C

Kastor, Farrell, Chesley & Clifford, New York, has been appointed to handle advertising for Sapolin Paints Inc. and its subsidiary, C. A. Woolsey Paint & Color Co. Hicks & Greist, New York, is the previous agency.

**Turner, Johnston Elected V.P.s**

Ernest W. Turner and Phelps Johnston have been elected v.p.s. of Campbell-Mithun. Mr. Turner is executive art director in Minneapolis and Mr. Johnston is creative director of the Chicago office.

**Lindell Joins Research Group**

Cal Lindell, formerly director of public relations for the College of Sequoias, Visalia, Cal., has joined Oxford Business Survey, a market research division of Safeway Stores Inc., Oakland.

## Why is The Elks Magazine

# G-R-O-W-I-N-G?

Because the Order of Elks is growing.

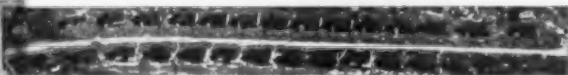
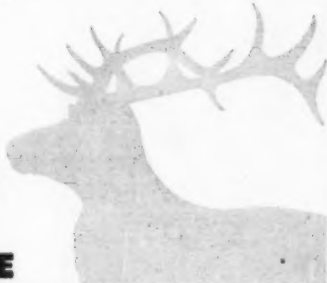
And The Elks Magazine is the Order of Elks in printed form.

The Order of Elks fits the times. Its aims and methods reflect 20th Century America. In 1,600 centers the Elks lodge is respected for its service to the community.

That is why The Elks Magazine subscribers have more than doubled since 1942.

## THE Elks MAGAZINE

New York • Chicago • Detroit • Los Angeles



### New Homes and NEWS Readers



In Buffalo and its five adjacent suburbs 19,062 new family unit dwellings have been built since 1947. Of these, 14,521 or 76% are one-family homes, owned by their occupants and valued at over 110 million dollars.

In the A. B. C. City Zone of Buffalo, with 222,350 families, the Buffalo Evening News circulation is 204,068—92% Coverage.

**SELL THE NEWS READERS  
AND YOU SELL  
THE WHOLE BUFFALO MARKET  
BUFFALO EVENING NEWS**

EDWARD H. BUTLER  
Editor and Publisher

KELLY-SMITH CO.  
National Representatives

WESTERN NEW YORK'S GREAT NEWSPAPER

## Cleveland to Be Headquarters for NIAA Research Unit

PITTSBURGH, July 15—The headquarters of the newly organized National Industrial Advertisers Assn. Research Institute will be located "in the immediate vicinity of Cleveland for the immediate future."

Location of the new research organization's headquarters, heretofore generally assumed to be in New York, where NIAA itself has its headquarters, was revealed in a progress report to subscribers this week.

The progress report, issued by Bennett S. Chapple Jr., assistant executive v.p. of U.S. Steel, who has spearheaded formation of the new group, also revealed that Mr. Chapple has been elected chairman of the group's trustees, with George O. Hays, president of Penton Publishing Co., as vice-chairman, and John C. Maddox, assistant to the president of Fuller & Smith & Ross, as secretary. Location of these two officers presumably influenced the trustees' decision to start the organization off with Cleveland headquarters.

■ The seven trustees, elected by a mail ballot among the 335 contributors to the research group's funds, will meet in August to chart the further course of the new organization. In the meantime, Mr. Chapple reported, the trustees will actively seek a fulltime director for the institute.

The NIAA Research Institute is a non-profit organization designed to perform research primarily in the field of industrial advertising. It is supported by advertisers, media and agencies in the industrial field.

### Gruen Watch Plans to Return Winchell to Air, TV in Fall

Gruen Watch Co., Cincinnati (McCann-Erickson), is planning a gigantic buildup campaign for Walter Winchell's return to radio and his debut as a regular on TV Oct. 5 over ABC. Mr. Winchell signed off the air a few months ago for a rest.

His show, to be presented every other week by Gruen, will be televised at 8:45 p.m., EST, and broadcast at his old time—9 p.m., EST. The latter will be a recorded version of the earlier commentary program. Newspapers and radio will be used in the advance promotion. Gruen's contract with ABC for Mr. Winchell's service reportedly runs until the end of 1953 and calls for expenditures of more than \$1,000,000 a year.

### Kroger Co. Promotes Five

C. E. Armstrong, director of grocery merchandising, has been promoted to general merchandising manager of Kroger Co., Cincinnati. Other advancements in key merchandising positions include Albert E. Rain, who succeeds Mr. Armstrong; Howard Kruger, to merchandise manager of canned goods; Lawrence A. Flinn, to merchandise manager of household products, and Frank L. Berg, to merchandising manager of the specialty division.

### Brew Publications to Merge

Western Brewing and Distributing, Los Angeles, has bought West Coast Brewer, San Francisco. The two publications will be merged under the Western Brewing and Distributing name. R. E. Powell, Los Angeles, is the publisher. Cleo Braddock, with new offices at 401 Phelan Bldg., San Francisco, is editor and assistant advertising manager.

### Cosgrove Appoints Barnes

Joseph A. Barnes, formerly advertising and sales promotion manager of Perkins Glue Co., Lansdale, Pa., has been named v.p. of Cosgrove Publishing Co., Grand Rapids, Mich. He will be executive editor of Woodworkers Reporter.

## Getting Personal

Wendell J. Ashton, v.p. of Gillham Advertising Agency, Salt Lake City, is walking a foot above the pavement these days. He and Mrs. Ashton, parents of four daughters, welcomed a son, Owen Reynolds Ashton, a few weeks ago. It was the other way 'round for Lou Brown, account executive at Robert L. Pickering Advertising, San Francisco. After three boys, a daughter named Kevin Marcia was born June 19 to Lou's wife Marcia. Another dad walking on a cloud is John Vrba, national sales manager of KTTV, Los Angeles, whose wife presented him a seven-pound, six-ounce girl on July 9...



TURN-ABOUT—Miller C. Robertson (left), who is leaving KSTP, St. Paul-Minneapolis, to become president and general manager of KEPO, El Paso, gave a twist to the usual watch-giving by presenting a self-winding gold Bulova to his ex-boss, Stanley E. Hubbard, KSTP president. Further, he notified the board of directors that if the watch ran down, Hubbard was to be replaced.

"Pinkley at Six" is a new Monday-through-Friday news strip sponsored by the western home office of Prudential Insurance Co. of America on KFI, Los Angeles. Virgil Pinkley, editor and publisher of the Los Angeles Mirror, presents a summary of headline highlights, news background, and personality sketches of people in the news.

Egbert White, who left BBDO in 1946 after 30 years, has received a certificate of appreciation from the Philippine Veterans' Legion for services rendered as director of the State Department's Far East Regional Production Center for material used in the U. S. information program. During World War II he founded Yank, and later started UN World. He joined the State Department in 1950...

When Gene Flack, ad director of Sunshine Biscuits Inc., and Robert A. Whitney, president of National Sales Executives, took their wives on a holiday to Hawaii, they soon found themselves in the old groove addressing sales rallies, business men's luncheons, dinners and conferences. Also in Honolulu—on a three-week vacation—is E. M. Roberts Jr., v.p. of KXOK, St. Louis. He's accompanied by his wife and sister...

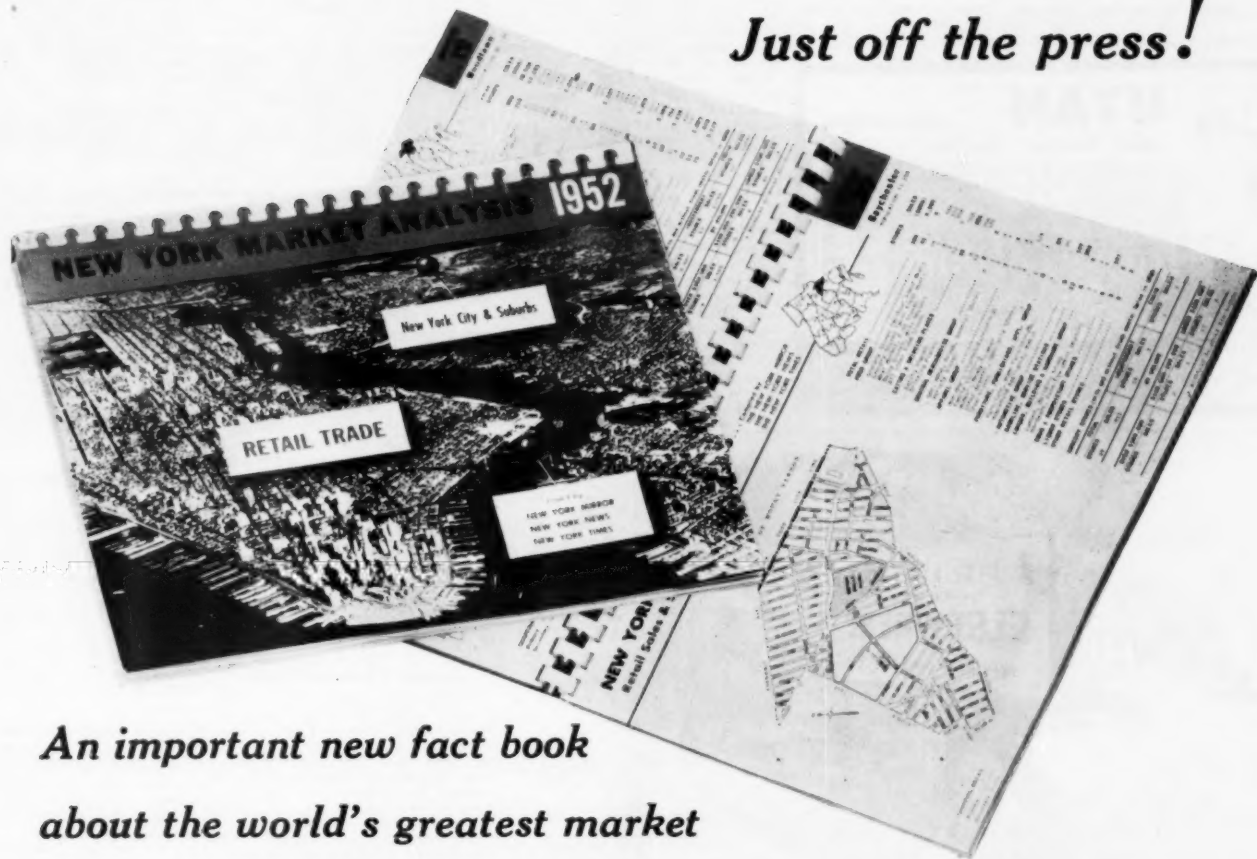


AT PLAY—Graham Patterson, publisher of Farm Journal and Pathfinder, poses with youngsters of some of the company's employees during the annual Farm Journal Day at Riverview Beach Park, Pennsville, N. J. The special hat designates him the "skipper" of the outing.

A party at Technical Publishing Co., Chicago, a few weeks ago celebrated the 30th anniversary with the company of Kingsley L. Rice, publisher of Plant Engineering and Power Engineering... Mike Ierulli, co-owner of Frank Stationery & Printing Co., Portland, Ore., won permanent possession of the low gross golf trophy by winning it for the third consecutive year in the Oregon Printing Industry's annual tournament held at Lake Oswego Country Club...

The only judges of admitted experience in judging a recent beauty contest in Portland, Ore., were Pers Crowell and Randolph T. Kuhn. Pers Crowell, Portland artist, admitted he had judged horses. "Cap" Kuhn, head of his own advertising agency, had won a national chicken judging contest in 1950. It took Maria Easterly, head of an advertising modeling school in Portland, to straighten them out on the differences of standards to be used in judging beauty queens...

*Just off the press!*



*An important new fact book  
about the world's greatest market*

# NEW YORK MARKET ANALYSIS

## VOLUME ONE: RETAIL SALES

Prepared by three leading New York newspapers — Mirror, News and Times — this 160-page book gives you a detailed view of the entire New York retail picture.

Seven months in the making, it supplies the answers to many key merchandising and sales problems. Here is important but little-known information that can be practically applied by manufacturers of all kinds of products . . . information for advertising agencies, jobbers, distributors, wholesalers.

It shows, street by street, block by block, the "primary" and "secondary" shopping areas. It covers all five boroughs of New York City, breaks them down into 116 districts. It covers the retail outlets in every town of 2,500 population and over in 21 suburban counties.

For each of the 116 districts and suburban counties there is a full-page of sought-after information, including shopping area maps and Census of Business information for each of the New York City districts.

Write now for your copy of this valuable aid to profitable sales planning in the world's greatest market. On company letterhead, please, to the research department of one of these newspapers:

*The New York Mirror*  
235 East 45th St., New York 17, N.Y.

*The New York News*  
220 East 42nd St., New York 17, N.Y.

*The New York Times*  
229 West 43rd St., New York 36, N.Y.

**Opens Baltimore Office**

MacManus, John & Adams, with headquarters in Detroit and other offices in New York and Los Angeles, has opened an office at 1010 St. Paul St., Baltimore. H. E. Hudgins, formerly with Benton & Bowles, takes charge of the new office.

**Rezolin to Dozier, Eastman**

Dozier, Eastman & Co., Los Angeles, has been appointed advertising and publicity counsel for Rezolin Inc., Los Angeles, maker of the non-shrinking tool plastic used to replace metal in die and pattern making. Trade papers and direct mail will be used.

**Fawcett to Bring Out 'Cars,' New Auto Bi-Monthly Paper**

Fawcett Publications, New York, will issue late this fall a new bi-monthly to be known as *Cars*. It will be a standard-size magazine, AA was told, will be published for the first few issues without advertising, and will have an initial print order of 400,000. It will sell for 25¢ at newsstands.

The magazine will cover all aspects of automobiles, including stock cars, sports models, hot rods, antique cars and custom jobs. Arthur Unger, a member of the staff of *Mechanix Illustrated*, another Fawcett publication, will be the editor.

**Canadian PR Group Elects**

Stuart Richardson of Northern Electric Co. has been elected president of the Canadian Public Relations Society, Montreal. Other officers elected are Betty Findlay, Royal Bank of Canada, and Jean Clavel, Aluminum Co. of Canada, v.p.s.; John Sheridan, Canadian Chamber of Commerce, secretary, and W. A. Dudgeon, Shawinigan Water & Power Co., treasurer.

**Royal Launches Ad Drive for Its New Standard Typewriter**

New York, July 15—Royal Typewriter Co. last week used announcement ads in 90 newspapers in 83 markets for its new Royal standard typewriter. In addition, it is using pages in all weekly news magazines and spreads in executive-type business papers. It also used TV spot adjacencies on the Republican National Convention telecasts in New York, Chicago and Los Angeles, and has bought similar time for the Democratic National Convention. Young & Rubicam is the agency.

Follow-up advertising is now being planned to conform to the company's fiscal year, which ends July 31, Gordon G. Ackland, Royal's advertising manager, told AA. The new program, he said, probably will be ready early in August.

The new typewriter introduced last week features a new magic tabulator, new carriage control, a so-called personalized keyboard and several other time-saving improvements.

Use of TV spots on the political convention programs, and announcement of the new machine at a time when newspapers and news and business magazines are being eagerly read, Mr. Ackland said, was specifically planned, so that the maximum audience could be reached.

**GE Supply Changes Name**

The name of General Electric Supply Corp., New York, has been changed to General Electric Distributing Corp. The new corporation has two operating divisions. One, known as General Electric Supply Co., carries on the business of the old supply corporation. The other—General Electric Appliances Co.—carries on a GE appliance distributing business along the lines of that formerly conducted by General Electric Appliances Inc. Personnel of the two divisions will remain unchanged. Charles R. Pritchard is president and general manager of General Electric Supply Co.; Paul A. Tiley has a similar position in GE Electric Appliances Co.

**Seuffert Joins H. J. McGrath**

Lyle Seuffert, formerly with Harry H. Baron Inc., Seattle, has been named art director of H. J. McGrath & Associates, Seattle.

**F&S&R Boosts Manuel, Piper**

John S. Manuel, account executive, has been promoted to assistant to Allen L. Billingsley, president of Fuller & Smith & Ross, Cleveland. George E. Piper Jr., associated with F&S&R since 1948, has been advanced to marketing research manager, succeeding Douglas E. Scott, who has resigned. Other additions to the agency's research staff include Dr. William C. Davis, who directs marketing research activities for the New York office, and Franklyn P. Ryder, research account executive in Cleveland.

**Marlow Heads Research**

Robert E. Marlow, formerly assistant to the newspaper advertising manager of Gamble-Skogmo Inc., Minneapolis maker of auto supplies, hardware, radio, appliances and wearing apparel, has been named research director for Kerker-Peterson & Associates, Minneapolis advertising production organization. He will be responsible for market and publication research, direct mail listings, distribution methods data and similar informational services for area clients.

**Bendix Opens Up in Brazil**

Bendix Aviation Corp. has established a wholly owned subsidiary in Brazil, Bendix do Brazil Ltda. of Sao Paulo. The new subsidiary will handle sales and field engineering for a wide range of Bendix aviation, automotive, railroad, marine and industrial products. H. R. (Tom) Sawyer has been named manager of the subsidiary, which will operate under direction of the Bendix international division, New York.

**Higgins Joins McCann**

Jack Higgins, formerly executive v.p. of H. M. Klingensmith Co., Canton agency, has been named an account executive in the Cleveland office of McCann-Erickson.



**UTAH . . . convention and tourist center**

In 1951 Salt Lake City was host to 268 conventions, 175,453 delegates spent \$17,543,400. Tourists spend \$65 million annually in Utah. And this is in addition to an already prosperous economy.

**Packer** covers Salt Lake City and Ogden—the heart of the Utah market. Tap this great and growing market with PACKER "heart of the city" POSTERS.

Write today for details.

**THE HARRY H. PACKER COMPANY**  
Salt Lake City, Utah  
Warren R. Hadley, Manager, Utah Division



## WHAT ARE THE MERCHANTS OF "ELSEWHERE" DOING?

ACB Research Reports will tell you if they are advertising your brand... your competitor's brand... and to what extent... you see all 1,393 markets as one clear, coherent picture

In and around the 1,393 cities in which daily newspapers are published there circulates newspaper display advertising costing two billion dollars yearly.

This newspaper advertising expenditure is far larger than that of all other media combined. Yet you never see it! Aside from your home town, the other 1,392 key markets are pretty much a blind spot.

What's going on . . . are the merchants of these 1,392 "ELSEWHERE'S" pushing your brand . . . supporting a rival brand . . . ignoring your field . . . are competing brands dominating certain towns or areas with their nationally placed newspaper advertising . . .

The answer to these and similar questions are of vital importance to manufacturers whose goods are sold through retail outlets. ACB Reports tell you exactly what is going on in any one or more of these markets.

Leading merchandisers rely on ACB Reports. Lever Brothers Co., soap and allied product manufacturer says:

"Various departments here at Lever Brothers have used ACB facilities for

more than 15 years. It is rather difficult to enumerate the many ways in which this information has been used, but suffice it to say it has provided a valuable tool for our advertising and sales departments over the years."

More than 1,100 progressive companies are subscribers to one or more of ACB's 14 different Newspaper Research Services.

**Send for new ACB Catalog**

If you are not thoroughly informed on the many uses of ACB Reports ask for the new ACB Catalog. Its 48 pages are filled with the uses to which these Reports may be put for more efficient management of sales and advertising and other useful data. Catalog sent free on request.

ACB reads every advertisement in every daily newspaper

**ACB SERVICE OFFICES**

79 Madison Ave. • New York 16  
18 S. Michigan Ave. • Chicago 3  
20 South Third St. • Columbus 15  
161 Jefferson Ave. • Memphis 3  
51 First St. • San Francisco 5



619 N. Wells St. Chicago 10, Wb 4-3451

**WHALEY TAXIPOSTERS**

Thousands of people—driving, riding walking! Every day, Day in, day out! And no matter how they travel, they see TAXIPOSTERS! Colorful, weatherproof 23" x 38" card displays . . . always at eye-level! With taxi posters, you tell more people . . . sell more people—for less! 5 to 7 miles for a mere penny a poster! Rates and availabilities are yours for the asking. Write today!

**WHALEY TAXIPOSTERS**  
WM. E. WHALEY CO. • 136 So. Fourth Ave. • Louisville 2, Ky.

**FOR THE...  
PERFECT LOW-COST VACATION**



**TAKE YOUR SLEEPING QUARTERS WITH YOU!**

Buy the best vacation of your life at a fraction of the cost...  
 Buy the best vacation of your life at a fraction of the cost...  
 Buy the best vacation of your life at a fraction of the cost...



Available for Rent by Day, Week or Month...  
 CALL TO GET THE LOWEST...  
 OR MAIL THIS COUPON...  
 TO: RENT-A-CAMP, ELLIOTT, GOETZ & BOONE, SAN FRANCISCO, CALIF.

**FOR RENT AD**—This 660-line ad in the San Francisco Chronicle brought in 2,000 coupons and 2½ months' business to Rent-a-Camp. Elliott, Goetze & Boone, San Francisco, is the agency.

**'Glamour' Names Underhill**

Mrs. Helen Underhill has been appointed promotion editor of *Glamour*, New York. From 1946 to 1949 she was an account executive with Young & Rubicam and, prior to that, with St. Georges & Keyes.

**Colgate Appoints Anderson**

Donald Anderson has been appointed assistant advertising manager of Colgate-Palmolive-Peet Co., Jersey City. He formerly was an account executive with Biow Co.

**Sutter Returns to Biow Co.**

Samuel M. Sutter has rejoined Biow Co., New York, as copy chief. He left the agency in 1948 to join Dancer-Fitzgerald-Sample and subsequently, William Esty Co.

**Timmerman Heads Art Dept.**

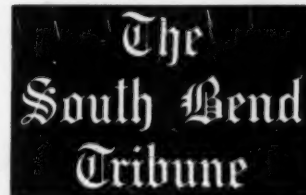
Bette Timmerman, artist, has been promoted to art director of Ralph Bing Advertising Co., Cleveland.

**SALES GROW (AND GROW)  
IN "TEST TOWN"**



For 14 consecutive months South Bend has led all Indiana cities in percentage of retail sales increase.\* Here's a market that's profitable. It's a proven test market, saturated by only one newspaper, the South Bend Tribune. Write for free market data book, "Test Town, U.S.A."

\*Sales Management's retail sales forecasts—May 1951 through June 1952



The South Bend, Ind. Market  
7 Counties, 1/2 Million People

STORY, BROOKS & FINLEY, INC. • NATIONAL REPRESENTATIVES

**Kinsey Introduces  
New Round Pints  
in Eastern Markets**

PHILADELPHIA, July 15—Kinsey Distilling Corp. is introducing a new pint bottle for its Kinsey Silver blended whisky, under the name of "Hostess Bottle," with 350-line ads in some eastern states. This opening push will be followed by ads in several hundred newspapers throughout the country.

The new campaign features a life-size reproduction of the Hostess bottle. The drive is designed to attract the housewife who doesn't want to buy a fifth or a quart, and dislikes displaying the flat pint bottle on her table.

L. J. Gunson, president of Kinsey, said that sales of pints have increased substantially because of higher whisky prices due to higher excise taxes.

The round bottle was first introduced in New York, where it was tested through the *Daily News* there on June 24 with great success.

As distribution is expanded, the newspaper campaign will be enlarged. Also, the round pint bottle will be used to package Kinsey Gold Blend and leading brands of affiliated companies, including Old Hickory bourbon and Philadelphia blended whisky.

The new pint retails for \$2.48. Lloyd, Chester & Dillingham, New York, is the Kinsey agency.

**Ohio Match Boosts Dunkel**

Charles A. Dunkel, with the company 37 years, has been promoted to the new post of v.p. in charge of public and industrial relations for Ohio Match Co., Wadsworth, O. For the past 35 years he has been in charge of the Chicago branch.

**Kincaid Appointed President**

Fred Kincaid, manager of KPLT, Paris, Tex., has been named president of North Star Broadcasting Co., owner of the station. Boyd Kelley, manager of KPRN, Wichita Falls, has been named v.p., and Lewis Seibert, manager of KGKL, San Angelo, secretary-treasurer.

**Jacobson to Donaldson Co.**

F. J. Jacobson Jr., formerly advertising manager of the men's store division of Marshall Field & Co., Chicago, has been named advertising manager of L. S. Donaldson Co., Minneapolis department store.

**Gerbel Manages Campaign**

Arthur Gerbel, assistant general manager of KJR, Seattle, has taken leave of absence to become state manager of the 1952 Langlie-for-Governor campaign. Gov. Arthur Langlie is seeking reelection.

any  
advertising  
schedule  
for  
the Detroit Market  
which  
does not include  
The Detroit Times  
reduces  
your sales  
potentialities  
50%

*You're Missing Something  
If You Miss The Detroit Times*

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE

### FCC Issues First TV Construction Permits Since 1948

WASHINGTON, July 15—After a four-year lapse, the Federal Communications Commission once again is issuing construction permits for TV stations.

Last week the commission approved applications for 14 new stations in nine cities, the first permits granted since the "freeze" was lifted. The FCC has approximately 500 applications on file.

Recipients of the new permits were E. P. O'Fallon Inc., Colorado Television Corp. and Empire Coil Co., all of Denver; Hampden-Hampshire Corp. and Springfield Television Broadcasting Corp., both of Springfield-Holyoke, Mass.; Vindicator Printing Co. and WKBN Broadcasting Corp., both of Youngstown, O.; Helm Coal Co. and Susquehanna Broadcasting Co., both of York, Pa.; Empire Coil Co., Portland, Ore.; Trans-American Television Corp., Flint, Mich.; Southern Connecticut & Long Island Television Co., Bridgeport; New Britain Broadcasting Co., New Britain, Conn., and E. Anthony & Sons Inc., New Bedford, Mass.

Early approval of these 14 applications was possible because none of the applicants were opposed. They now have eight months in which to construct their stations; if they don't complete them in that time the commission will act to revoke their permits.

Approval of applications in Denver and Portland makes TV possible in the two largest western cities that still do not have video.

Only two of the 14 approved applications were for very-high-frequency (VHF) stations, and both of these were in Denver. The other 12 are for ultra-high-frequency (UHF) stations, which will require either adaptation of present sets or purchase of new VHF-UHF sets in order to receive programs. About 200 of the applications still before the FCC are for UHF stations.

The commission reports that only eight educational applications have been filed so far, although some educational institutions have applied for commercial stations. Four states—Delaware, Vermont, Wyoming and Utah—have no applications on file with the FCC.

### TELEVISION-RADIO MILLIONS OF SETS SOLD BY BASEBALL!



There is no greater field of prospects for radio and TV sets than the million-plus sports-minded men who read *The Sporting News* every week.

Baseball's national weekly offers a responsive market for everything a man buys, with a reader interest of more than 1,000,000 readers.

### The Sporting News

Published weekly for 66 years  
 1018 Washington Ave., St. Louis 3, Mo.  
 535 Fifth Avenue, New York  
 520 N. Michigan Blvd., Chicago

#### Appoints J. J. Gibbons

J. J. Gibbons Ltd., Montreal, has been appointed to direct advertising for Colibri "Monopol" lighters, an English product being marketed in Canada by Continental Pipe Co., Montreal.

#### Dunlop to Locke, Johnson

Dunlop Tire and Rubber Goods Co., Toronto, has named Locke, Johnson & Co., Toronto, to handle advertising for Dunlopillo cushioning, industrial products, sports goods and bicycle tires.

#### Campbell-Ewald Promotes Two

Reginald G. Carey has been promoted to assistant to the general manager of Campbell-Ewald Co., Detroit. He was manager of the radio and television department. Robert M. Dudley has been advanced from assistant manager of the department to succeed Mr. Carey.

#### Kenny Associates Moves

Charles A. Kenny Associates, Pittsburgh agency, has moved to the Bessemer Bldg.

#### WCAN Names Taylor Co.

WCAN, Milwaukee ABC outlet, has named O. L. Taylor Co. to represent it nationally. WCAN formerly was WMAW until ownership was transferred in June to Alex Rosenman, formerly of WCAU, Philadelphia.

#### John Kiely Joins BSF&D

John Kiely, formerly with Benton & Bowles, has joined Brooke, Smith, Frenoh & Dorrance as art director for the New York division of the agency.

#### Coxhead Corp. to United

Ralph C. Coxhead Corp., Newark maker of Vari-Typer composing machines, has switched its account from Bruce Angus Advertising, New York, to United Advertising, New York and Newark. Magazines and business publications will be used.

#### Perflex Corp. Names Eastin

Perflex Corp., Milwaukee, has appointed Maurice R. Eastin assistant manager of its control sales division.

YOUR "CALLING

# BUSINESS PUBLICATIONS

THE WAY TO CUT SALES COSTS

MECHANIZED SELLING

WHEN YOUR ADVERTISING DOES ITS JOB (STEPS 1, 2, 3 AND 6) YOUR SALESMAN HAS MORE TIME FOR STEPS 4 AND 5.

1

2

3

4

5

6

MAKE SPECIFIC PROPOSAL

CLOSE THE ORDER

**Names Erwin, Wasey & Co.**

B. C. Forbes & Sons Publishing Co., New York, has named Erwin Wasey & Co., New York, to handle a special advertising and promotion campaign for *Forbes*. The promotion, which will begin running in trade publications and special magazines during August, is for a readership survey the magazine has just completed.

**Ralph H. Jones Names Cary**

Harvey L. Cary, formerly a member of the sales department of

WKRC-TV, Cincinnati, has joined the television department of Ralph H. Jones Co., Cincinnati agency.

**Appoints Palm & Patterson**

Palm & Patterson, Cleveland, has been named to handle advertising for Alloy Precision Castings Co., Cleveland maker of castings through the frozen mercury process. Trade publications, direct mail and catalogs will be used. The agency also will conduct extensive market research for the castings firm.

**Willard Appoints Green**

James O. Green, formerly ad manager of Vital Products Mfg. Co., Cleveland, has been appointed retail sales promotion manager of Willard Storage Battery Co., Cleveland.

**Appoints Dale Alcorn**

Dale J. Alcorn, formerly a technical editor for Owens-Corning Fiberglas Corp., Toledo, has joined the copy department of Farson, Huff & Northlich, Cincinnati agency.

**Lange to Sherwin-Williams**

Clayton H. Lange, formerly with White Motor Co., Cleveland, and Di Nuoscio Advertising, Akron, has been named press information service manager for Sherwin-Williams Co., Cleveland.

**Glenn Promotes Wilcox**

Ward M. Wilcox has been elected v.p. of Glenn Advertising Inc. and will head the Dallas operations. The agency has offices in Fort Worth, Dallas and Los Angeles.

# CARD" TO THE BEST BUYERS

Whether or not today's economy finds you oversold, you cannot afford to let your customers forget you. Competition is keen . . . people in key positions are changing jobs . . . present markets expanding . . . new customers are in the offing.

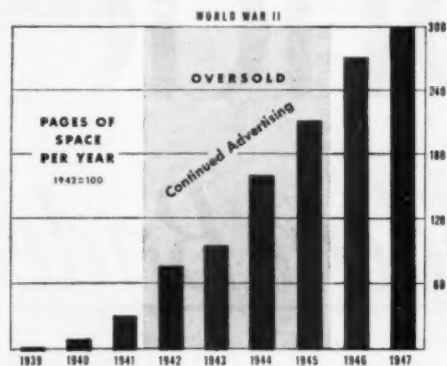
"Mechanized Selling" can be your calling card . . . your way of making contact, arousing interest, creating preference for your product, building and maintaining product recognition.

We call Business Paper Advertising "Mechanized Selling" because it applies the efficient, high-speed tools of adver-

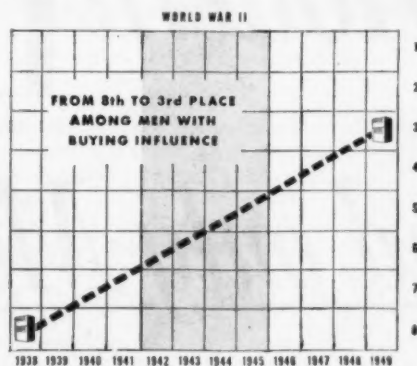
tising to selling. It enables your salesmen to concentrate on the all-important job of making the specific proposal and closing the sale . . . a job which they alone are best equipped to handle.

For more information on how Mechanized Selling can build sales and cut selling costs, write for McGraw-Hill's new 20-page booklet, "Mechanizing Your Sales with Business Paper Advertising." Also available to interested executives for showing at sales meetings is a sound-slide film . . . "Mechanized Selling—Blueprint to Profits." Address your request to Company Promotion Department.

**HERE ARE TWO EXAMPLES OF HOW "MECHANIZED SELLING" BUILT PRODUCT RECOGNITION**



From obscurity to an enviable position in the flooring business . . . that's the record of a company whose management kept increasing their advertising investment in trade media even when they were oversold.



Mechanized Selling, consistently applied, paid off for this manufacturer of air-conditioning equipment, whose use of business paper advertising was followed, step-by-step, with a gain in product recognition.

**McGRAW-HILL PUBLISHING COMPANY, INC.**

330 WEST 42nd STREET, NEW YORK 18, N. Y.  
(ADP-ABC)

HEADQUARTERS FOR BUSINESS INFORMATION



and take a good look at an unusual advertising medium for selling business and industry... the weekly newsreview that draws upon the worldwide resources of America's newest newspaper... edited with top speed and precision... printed late Saturday, on more than a million U. S. doorsteps every Sunday morning... The New York Times REVIEW OF THE WEEK



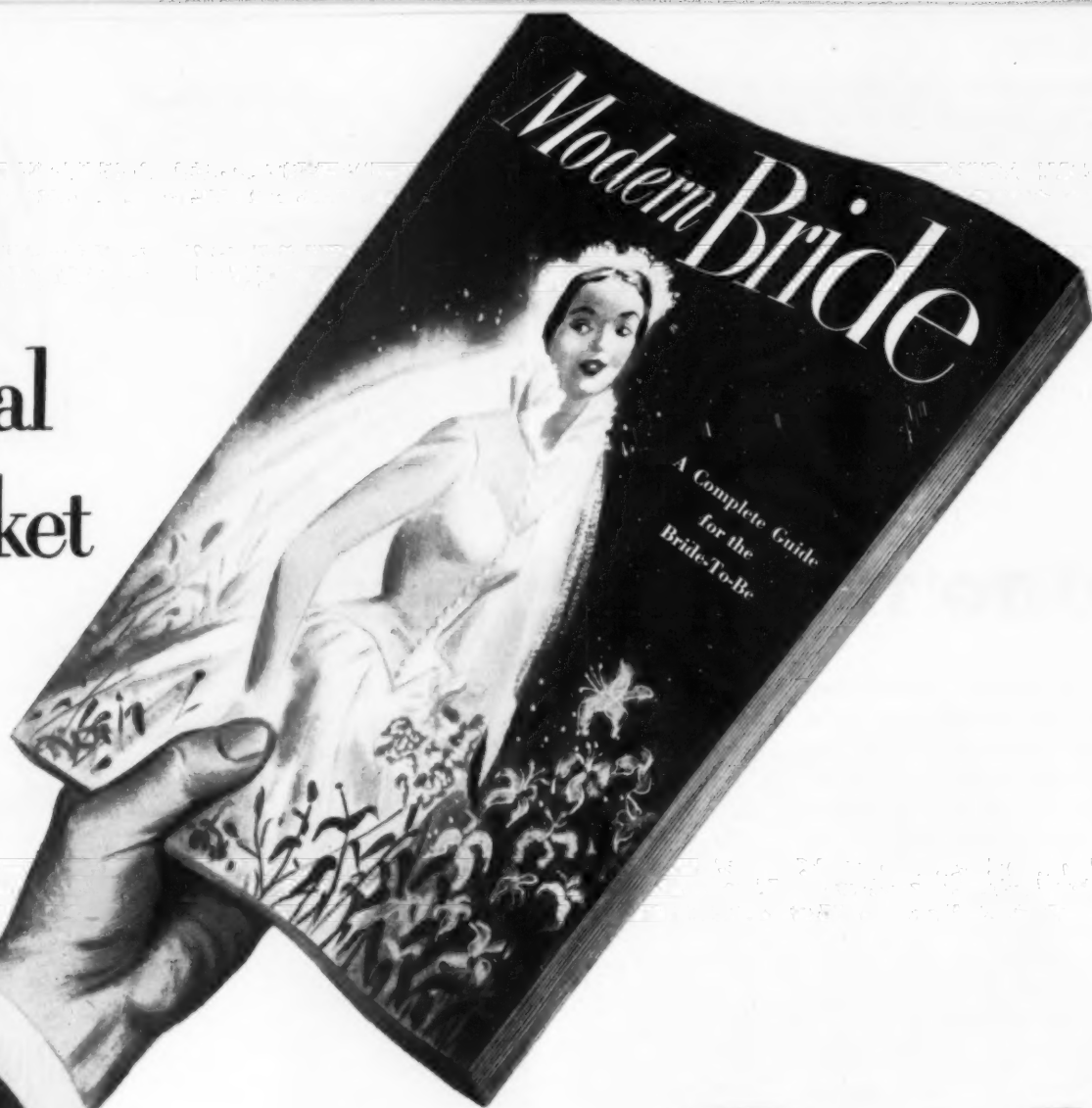
its high concentration of coverage where most business advertisers need it most... in the 600 biggest, busiest, richest U. S. industrial counties... each rated \$10 million production or better... together responsible for 92.9% of all manufacturing, 94% of this newsreview's 1,100,000 circulation goes here, the business advertiser's first market, the market of The New York Times REVIEW OF THE WEEK.



No other business medium so versatile as this... to add zest to your present program... to do that special product or public relations job... for getting an interested, buying-active readership. All this, too, at the lowest cost per thousand for reaching business executives... the REVIEW OF THE WEEK, the newsreview published every Sunday with The New York Times.

**The New York Times**  
REVIEW OF THE WEEK

in  
the  
bridal  
market



*Modern* **Bride**

*and only Modern Bride*

*pays for the privilege of rebating*





## Inter-Office Communication

June 17, 1952

To Mr. Lynn Phillips, Jr., Advertising Director,  
From William B. Ziff

MODERN BRIDE was 1.14% below its 1951 circulation guarantee.

Our guarantee for the year was 500,000.

Under its strict standards the A.B.C. validated our net paid as 494,308...the largest circulation ever achieved in the 19-year history of bridal publishing.

Nevertheless we were still 1.14% short; so we have rebated our 4-time national advertisers.

That cost us money.

It also costs us money to belong to the A.B.C.

This brings us to the question of yardsticks, as between our publication and our principal competitor, BRIDE'S Magazine. BRIDE'S Magazine was guaranteed by its publisher to have "a distribution of 529,141 copies a year."

There is no net paid guarantee.

Of this distribution 158,908 is sent out free. The balance of 370,233 is covered by a sworn statement from the publisher.

We have no quarrel with that part of BRIDE'S Magazine's circulation which is free. This is obviously a matter of values which each advertiser and agency is competent to judge for himself.

We ourselves regard the competitive position of BRIDE'S Magazine's circulation as that part represented as paid circulation.

We think it only fair to observe here that a publisher's sworn statement of circulation, no matter how honestly made, is not the same as an A.B.C. audit. The sworn statement procedure allows the publisher to accept circulation as net paid which rigid A.B.C. procedure would totally reject.

Certainly, if MODERN BRIDE were to be allowed to set up its own standards of what constitutes net paid circulation, it could within short order greatly enhance its net paid, making its present sales lead even more commanding.

We believe it a matter of importance to point out that MODERN BRIDE is making rebates. BRIDE'S Magazine is not. We are not complaining about this situation. We guaranteed to deliver, and the A.B.C. type of audit says we came 1.14% short of delivery. It is clear that the advertisers are entitled to compensation for what they didn't get.

No, we don't think we are being penalized. But we do think it is a position worth calling attention to.

William B. Ziff,  
Chairman of the Board

## The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

### Hurt Sales? Distributor Tells Retailer a Different Story

To the Editor: I have read with a great deal of interest "Appliance Makers Do Little to Help and Much to Hurt Sales, Dealer Says" (AA, June 30)...

I do not feel it is fair to let his statements go unanswered...

Our company is the Southern California distributor for Crosley. We also distribute in California, Arizona and Nevada for Dayton Rubber Co. Our distribution is exclusive on these products...

It is hard for me to understand why Mr. Samson states the manufacturer and distributor do much to hurt sales... No distributor or manufacturer would knowingly do anything to hurt the retailer. To do so is to hurt themselves...

Wine and dine dealers? I'll say we have. I have picked up tabs for dealer functions which have been in excess of \$10,000. Does anyone think we spend that kind of money to influence the retailer and then deliberately do things to hurt him and prevent his getting sales at the retail level? I wonder who is kidding whom?

We in distribution are intelligent enough to know we must plan and scheme most carefully with the manufacturer to influence retail sales. We then try to put these plans into practice. The only way this can be done is with the help and cooperation of our dealer organization. If our plans are well organized, practical and sound, the dealer should "grab" them and run. The problem that presents itself is that too many dealers cannot recognize a promotion or campaign to help him move merchandise. As a result he says, "The manufacturer or distributor thinks only of himself..."

I note [Mr. Samson] states he operates eight stores in Milwaukee. I am sure he opened them one by one. No doubt he may even plan on extending his operation. I am not gullible to the point of believing that Mr. Samson's operation has grown to its present position

strictly on his effort alone. I will bet money, marbles or chalk that a number of manufacturers and distributors contributed much to that growth.

Mr. Samson has singled out two manufacturers to discuss. One is DuMont and the other Crosley. I believe you will agree the two mentioned are reputable manufacturers. Their distributors serving the important Milwaukee market are reputable and anxious to do everything in the book to help the retailer. I know the Crosley distributor covering the Milwaukee market and I am certain they think along the same lines as we here in Southern California. Do everything you can to help the retailer get that retail sale.

I am very much afraid that perhaps Mr. Samson's organization may be going the way of all flesh. Any number of dealers across the nation the last few years of the lush market enjoyed good sales. They prospered and grew from strength to strength. Did it take planning on the part of the dealers to get those sales and the resulting profits? All they wanted was the merchandise. They knew all about how to sell it. Plans of the manufacturer and distributor meant nothing. The result—a bunch of lazy dealers and dealer salesmen. People, who, if you please, can't recognize that their sales effort must be raised and they must take the plans and promotions we offer them. Yes, they must accept the help we are so willing to give them, if their business, ours and the manufacturer's is to continue to be successful in a rough market...

Maybe Mr. Samson is a rugged individualist. Maybe he shouldn't go to the affairs the manufacturer and distributor so willingly put on for him. Maybe Mr. Samson should forego seeing the introduction of new products and the campaigns designed to specifically help him sell them at the retail level. Perhaps Mr. Samson should plan all his own sales campaigns and not

listen to us. Then he certainly can have nothing to complain of and we can save the headache of having to plan, scheme and promote retail sales for dealers falling into the category of Mr. Samson.

Please believe me when I say I am not trying to belittle Mr. Samson. He must be a pretty good merchant to have eight stores in his operation. But by the same token, the Milwaukee distributor for Crosley, as well as all its other distributors nationally, must be pretty good or Crosley would "can" them. Maybe Mr. Samson should spend a little more time in talking it over with the principals of the distributorships with whom he is doing business. I am sure he will find it most enlightening.

MOSE KATZEV,  
Manager, Advertising and Sales Promotion, J. N. Ceazan Co., Los Angeles.

### Is Advertising Price the Right Idea? Adman Asks

To the Editor: James Woolf's article, May 9 issue of ADVERTISING AGE, mentions Victor Adding Machine Co. not giving general price information. You also state that Smith-Corona does advertise prices. All of which is extremely interesting and I have no quarrel with it whatever.

To be truthful I would like to know which method is correct, and if there is a "correct" method. In the article he implies that giving prices is correct, and I do not wish to take issue with him on that at all.

This letter is merely to express our reason for advertising as we do, and also telling you that there have been many, many ads in which we have stressed prices.

The products pictured in the ad referred to are two models of a long line of 42. Just how we would express a price on a machine that does as many different jobs as ours do is difficult to say. We first should know the figure work to be done on the adding machine illustrated, then the price runs from

\$205 to \$355.

On the other hand, the competitor mentioned who states his price is talking about one adding machine—in fact the only adding machine that he makes—and is advertising in markets where nothing but a low priced adding machine is needed. Similarly many of our ads have been placed where we do identify our low priced machines (\$99.50) as the machine to do the same job and to be used for the same purpose as our competitor. We call it our price leader.

Our sales organization will give you pros and cons until Hades won't have it on putting prices in our ads. We listen to our salesmen and many times follow their dictates, but as yet we have never come up with an answer that we can say is absolutely final as to whether or not advertising the price is the right idea. I wish I knew. If Mr. Woolf knows, I am all ears.

In his next article in Ad Age, he also touches on the testing of copy appeal techniques and says that it is still in its infancy. This is another one that in my 30 years' experience in selling and advertising that I would be tickled to death to find the right answer to, and your article certainly brings out the fact that nobody yet has found a sure way.

F. G. HULBURD,  
Director of Advertising, Victor Adding Machine Co., Chicago.

### Academic, Adman Says of Power Mower Ad Controversy

To the Editor: I don't believe anyone has taken issue yet with The Creative Man's Corner of June 2, in which the current ads of Toro and Reo power lawn mowers were compared. If a defensive stand for Reo has already been taken, stop me here.

The Creative Man went overboard for Toro's catalog type of ad

### JUST ASK FOR MARIE:

Call WA8ash 2-8253 and ask for Marie Maize on your next multi-graph, mimeograph, addressing or mailing job. Quick pick-up and delivery—fast and accurate work, plenty of experienced personnel, charges always in line. THE LETTER SHOP, Inc., 431 S. Dearborn St., Chicago 3. (Now in our 23rd successful year!)

fishing for ideas?

Ideas like fish are hard to land. But here's a real idea—let Pontiac help you! We have an organization full of practical ideas with the personnel and ability to follow thru to completion. For instance, we've had 40 years experience in providing the advertising profession with artwork, photography, ad selling, photoengraving, color process, and electrotyping! Call us when you're fishing for ideas, you'll be pleased with our abilities, and the courteous cooperative attention we'll give your problem.



COLOR PROCESS  
ART WORK  
PHOTOENGRAVINGS  
6  
TYPOGRAPHY  
PHOTOGRAPHY  
ELECTROTYPING  
UNIFIED SERVICES

Pontiac  
Engraving &  
Electrotype Co.

812 W. VAN BUREN STREET  
HA ymarket 1-1000 • Chicago 7, Illinois

### Owls are not wise birds

Some people think that the owl, because of its large, solemn eyes and shrewd aspect, is wise. Fact: Actually, the owl is not as intelligent as many other birds.

Some advertisers think that by advertising in one . . . or at least in all 5 Los Angeles newspapers . . . they are getting adequate coverage of the Long Beach market. Fact: The Long Beach Press-Telegram is the only newspaper which covers this market adequately . . . with over 5 times as much city zone circulation as any Los Angeles daily and 97.5% greater coverage than all 5 Los Angeles dailies combined.

Some thumb-nail statistics on the Long Beach Market

City zone population, 285,502.

1951 food store sales amounted to \$78,673,000, an increase of 12% over 1950.

PRESS-TELEGRAM  
LONG BEACH, CALIFORNIA

Represented Nationally by Cresmer & Woodward, Inc.



and wondered why Reo spent a "healthy wad of dough to illustrate a red-headed kid standing on one hand in an express wagon" towed by a Reo Royale De Luxe. My reaction was the same when I first saw the ad. But when you analyze the different approaches to the reader, there is something to be said for Reo.

Reo's light approach has sold a lot of mowers in the past few years. I believe they are second to none in selling popular priced models. Toro's catalog type ads have given them perhaps the largest volume of sales in a complete line of all sizes. Therefore, both types of ads are doing an advertising job.

The Reo ad appeals to all readers—kids, wives and husbands, and sells the idea that mowing is fun. The Toro ad would seem to appeal mostly to men alone. As for enjoyment, Sam Snead is the only man of Toro's six who looks as if he were enjoying himself. The others seem eager to get the task over with and away for golf, fishing or a cool brew.

Toro's spread is suitable for pushing all their models. Reo's page ad spotlights one model and illustrates another. If the reader is going to buy, he will visit his dealer to look over the line anyway, so it isn't absolutely necessary to see everything that comes off the assembly line in the space allotted.

Whether you use the indirect approach by appealing to all readers with zany copy or the direct approach of the catalog type ad doesn't seem to matter too much. Both manufacturers are about the biggest sellers in the power mower field, so any controversy is purely academic, don't you think?

THOMAS S. HOOK,

Media Director, The S. A. LeVyne Co., Baltimore.

P.S. These opinions do not reflect those of this agency necessarily, but are purely personal.

**'Long Enough' Does It**

To the Editor: Re: Woolf "Short vs. Long Copy"—wasn't it Abe Lincoln who said: "A man's legs should be long enough to reach the ground"?

B. K. ENGEL,

Sales Manager, Albert Richard Division of Fried, Osterman Co., Milwaukee.  
Abe usually gets the credit.

**Puts 'Denver Post' into Place in Roto Setup**

To the Editor: In a story on Page 79 of your June 23 issue, writing about the wide variety of non-R.O.P. possibilities offered by comics and supplements, you mentioned roto sections published by various newspapers.

You did not mention *The Denver Post*. Perhaps that was because *The Post* has been in its new plant only a little more than two years and its venture into rotogravure began at the time of its move.

But roto is no longer a venture with *The Denver Post*. Alive with color and the vivid stories of the Rocky Mountain Empire is the Sunday magazine, *Empire*. And *The Denver Post's* comics section, rotogravure all the way, is one we know will rank with any, anywhere.

ALEXIS MCKINNEY,  
Assistant to the Publisher, *The Denver Post*, Denver.

**It's 1,000 Minimum for 2 Colors in 'Post-Dispatch'**

To the Editor: In your June 23 issue on Page 46, we note that in your listing of the *Post-Dispatch* you show "Page minimum for two or three colors and black—1,000 lines—one color and black."

We attach both our present rate card and the card effective Sept. 1 of this year on which you will note a minimum size for black and one

color and black and two colors is 1,000 lines; and for black and three colors, the minimum size is a full page.

W. J. TICE,

National Advertising Department, *St. Louis Post-Dispatch*, St. Louis.

**Agency Man Thinks Stewart Was 'Wild Tie' Author**

To the Editor: Who was it who wrote "Give Me A Wild Tie, Brother...," by Anon, according to American Machine & Foundry Co. (Page 3 of your June 16 issue)?

My guess is Donald Ogden Stewart, about 1925. There was a lot more to it, and all good.

E. G. THOMAS,

Gray & Rogers, Philadelphia.

**Under Control**

To the Editor: Just a note to congratulate you on the editorial, "Keep your eye on the ball, fellows." This particular editorial was timely and to the point.

At this moment there are a lot of

people who are attacking advertising and particularly that which appears in newspapers. Consequently, a lot of our folks jump the gun and make a lot of rash statements which must be swallowed a little later on after the dust is settled.

Your last line "Our works will speak for themselves" hits the nail on the head. I am sure that we will not stray too far away from what is right with you watching over our activities.

BERT E. STOLPE,

Director, Promotion and Public Relations, *Des Moines Register and Tribune*, Des Moines, Ia.

**No Breakdown Available**

To the Editor: In the June 23 issue you advise that based on the latest Bureau of Internal Revenue income tax data, the Secretary of the Treasury will release data showing that corporations spent almost 1% of their 1949 sales and receipts on advertising.

My question revolves around

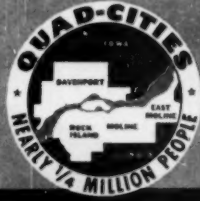
what is included in the term "advertising." Does it include sales literature, direct mail pieces and catalogs, or simply publication space and preparation costs?

J. J. BRAY,

Assistant Sales Manager, Portable Division, The Fairfield

Engineering Co., Marion, O.  
The material is based on corporate income tax statements. What is included as advertising is the amount which each corporation defines as advertising on its tax return, and no breakdown is available.

**17th IN EFFECTIVE**  
BUYING INCOME PER FAMILY  
among Sales Management's  
162 Metropolitan Areas



*The MOLINE Dispatch*  
*The ROCK ISLAND Argus*

THE BILLY KAPP CO. NATIONAL REPRESENTATIVE

If your advertising dollar is seeking the quality markets first—then the Quad-City area belongs close to the top of your list. Year by year this community rates higher and higher among the 162 standard metropolitan areas. Good ancestry, fine geographical location and diversified means of livelihood all contribute to a high standard of living among Quad-Citians. You cover 3 of the 4 Quad-Cities when you use the Argus and Dispatch.

NEWSPAPER ADS in Tucson and Casa Grande played-up products backed by the Guaranty Seal.



WINDOWS IN ALL 8 STORES were devoted to displays of guaranteed brands spotlighting the Guaranty Seal.



INTERIOR DISPLAYS IN ALL STORES featured Seal products with mounted reprints of GOOD HOUSEKEEPING ads.



# How Good Housekeeping sold goods for a drug chain

Recently, Martin Drug Company staged an all-out promotion of GOOD HOUSEKEEPING guaranteed products in its eight Rexall stores in Tucson and Casa Grande, Arizona. Because the promotion proved so successful, the firm hopes to make it an annual event!

**RESULTS:** Mr. C. A. Abbott, Advg. Mgr., Martin Drug Co., writes: "The results were very good . . . it was amazing, in checking through Good Housekeeping Magazine, to find the tremendous amount of advertising support being given our products. Hope we can work out such a promotion as an annual event."

proof again  
**GOOD HOUSEKEEPING** sells goods

35¢ per copy

THE HOMEMAKERS' BUREAU OF STANDARDS  
57th Street at 8th Avenue, New York 19, N. Y.

9,971,000 readership



Women know, the product that has it, earns it.

**U.S. News  
& World Report**

**USEFUL NEWS  
FOR IMPORTANT  
PEOPLE**

*America's*

**Now at the  
500,000  
net paid mark!**

A market not duplicated by any other news

## DOUBLY IMPORTANT EXECUTIVES

Huge expansion of business and industry has required most important executives to "double in brass." In addition to their full-time jobs, the really important ones usually sit in on the important plans and decisions groups. One measure of how "U.S. News & World Report" concentrates in this inner circle of importance is the double responsibility of so many of its executive subscribers. They list their jobs as presidents, purchasing agents, plant managers, sales heads, etc. But *in addition to these full-time jobs*, 42% of them say they *also* serve as Directors — 27% of them in their own company, 24% in some other organization or institution. Only 1% say that being a Director is their full-time job.

# *Class News Magazine*

People of importance and stature in business are people of importance and stature in the community. They are the high-income buyers of quality products. They are the pace setters for what others do and think. They are the thought leaders on important community matters. More and more such people are concentrating their reading in "U.S. News & World Report," sending our current net paid to 500,000. Research shows "U.S. News & World Report" subscribers represent a market not duplicated by the other news and management magazines; undoubtedly because "U.S. News & World Report" so completely serves their need for the essential news that affects important business, important incomes, and important decisions.

*—detailed reports available*

**U.S. News  
& World Report**

magazine

**FIRST IN ADVERTISING GROWTH**

*1951 Revenue Gain 53% Over 1950; Greatest in Its Field*

**FIRST IN CIRCULATION GROWTH**

*1951 ABC Gain 18% Over 1950; Greatest in Its Field*



**NEW DOWD EXECS**—Recently elected members of the executive committee for John C. Dowd Inc., Boston agency, are (from left) Edgar R. Emery, copy chief; Gerald Higgins, account executive; Edward D. Parent, executive v.p. and chairman of the committee; Robert E. Bousquet, media and research director, and T. Frank Duffy, v.p. and art director for the agency.

# PHOTO REVIEW OF THE WEEK



**HOW BIG?**—John Cameron Swayze, commentator on the Camel News Caravan (NBC-TV), seems to be demonstrating the growing size of his audience as Kendall Foster, v.p. in charge of programming for William Esty Co.; Reuven Frank, program writer, and Clarence Thomas, Esty production manager. The program was recently picked up by stations in five western states, bringing it to the West for the first time.



**CHICAGO HUDDLE**—James H. Carmine, second from left, executive v.p. of Philco Corp., sponsor of the NBC radio-TV coverage of the Republican and Democratic conventions in Chicago, is outnumbered by the network contingent in this picture. His friends (left to right): Mrs. Joseph H. McConnell, wife of the president of National Broadcasting Co.; Mr. McConnell, Mrs. Sylvester L. Weaver Jr., wife of the v.p. in charge of both NBC networks, and Mr. Weaver.



**GOY THE HORSE RIGHT HERE**—Night lights make the horses on this Foster & Kleiser painted bulletin seem to move. The display which has helped draw racing fans to Hollywood Park is here admired by (from left): Bill Krauch, account exec, Milton Weinberg Advertising Co., Los Angeles; Chuck Lieber, account exec, Foster & Kleiser Co.; Al Wesson, advertising director for the Hollywood Turf Club; Bernard Weinberg, president, and Harry Krauch, account executive, of the Weinberg agency.



**LOST ITS LEASE**—After 11 years in Chicago, this 70-ten spectacular, said to be the world's tallest (24 stories above the street), is being dismantled to make way for a new lakefront building. Pabst is now looking around for another site in Chicago where it will erect a new spectacular.

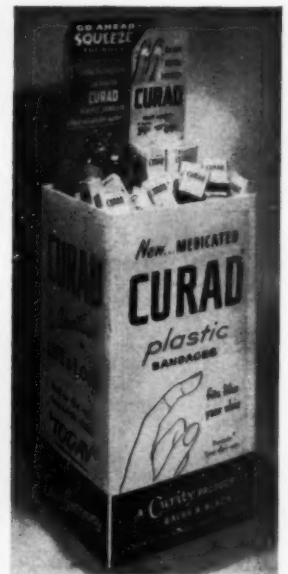


**MEET BUBBLES**—This is the Toni Co.'s little character, Bubbles, who is singing the praises of Toni Creme shampoo this summer in "the most extensive radio and television campaign" in Toni's history.



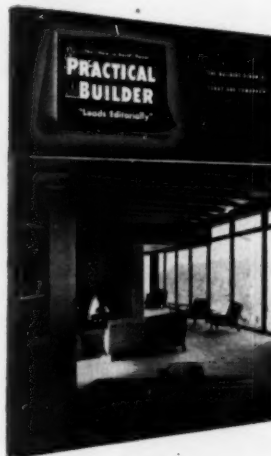
**TRANS-AMERICA CONFAB**—With plenty of work still on the agenda at their 1952 conference at the Brown Palace Hotel in Denver, these members of Trans-America Advertising Agency Network paused long enough for this shot showing (from left around the table) W. L. Phillips, Phillips-Ramsey Co.; Earle A. Buckley, Buckley Organization; David W. Evans, David W. Evans Advertising Agency; Darwin H. Clark,

Darwin H. Clark Advertising; Franklin Fader, Franklin Fader Co.; Art Adkins, A. L. Adkins Co.; John Hickox, Belden & Hickox; Irving Stimpson, Frederick E. Baker & Associates; Wayne Welch, Wayne Welch Inc.; M. Glen Miller, M. Glen Miller Advertising; Lloyd Nelson, Nelson-Willis Inc.; John Datche, Datche Adv. Co.; Charles D. Meissner, Charles Meissner & Associates; Charles A. Rawson, Charles A. Rawson & Associates.



**12 CANS A DAY**—Bauer & Black's new frog display has sold 12 cans of Curad plastic bandages a day in recent market tests. The fish bowl at the top contains a frog with a waterproof bandage which swims when the air bulb is squeezed. Leo Burnett Co., Chicago, handles Bauer & Black advertising.

*Affiliated with 6 Building Industry Magazines  
comprising the largest, most distinguished  
publications in the building industry:  
Building Supply News, Building Material Merchant,  
Ceramic Industry, Ceramic Data Book, Brick  
and Clay Record, Masonry Building.  
Send for our 64-page book... **THERE'S MONEY  
IN REMODELING**... free to any  
manufacturer who asks for it on his letterhead.*

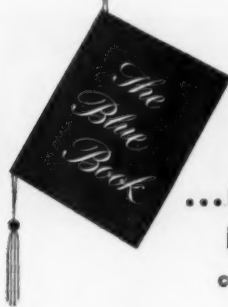


*What do you remember most about a magazine? Its rate per page? Its last  
ABC statement? The most recent array of statistics marshalled for your benefit?*

*Hardly. You remember what the magazine looks like... and, even more, what  
it stands for. You remember the ideas it has pioneered; the battles it has fought*

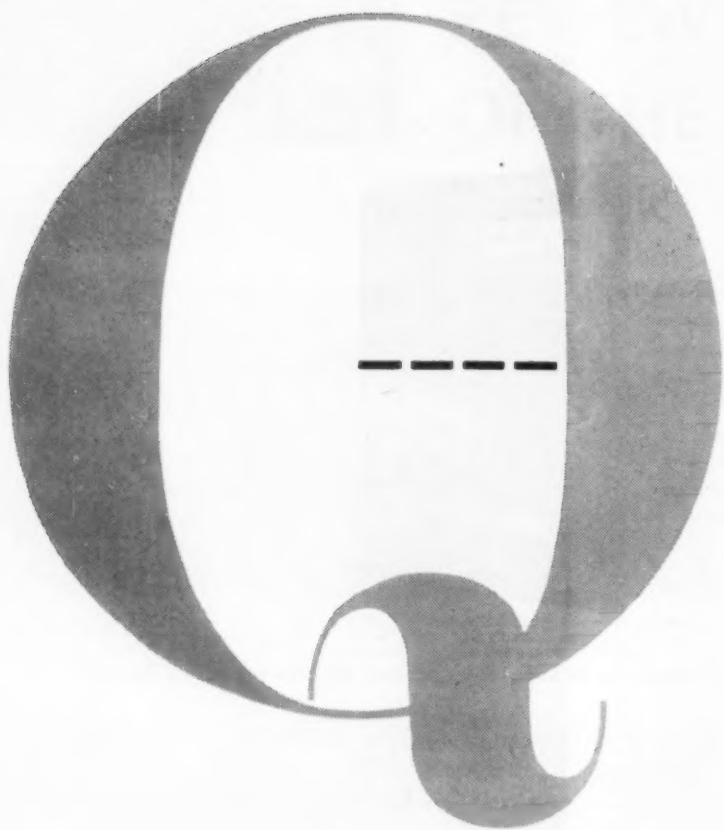
*and won; the courage it has shown in times of crisis and indecision.*

*Statistics, they say, have no soul; but a magazine isn't worth a  
tinker's dam if it hasn't. **practical builder** rests its case on Practical Builder;  
on what is in the book; on the market it offers,  
not the mathematics; on the soul and spirit that make it...*



**... of the light construction  
industry**

© INDUSTRIAL PUBLICATIONS, INC., CHICAGO 3



*When an independent research organization asked 4184 buyers and merchandise managers (evenly divided between hard goods and soft goods departments) in 250 major department stores throughout the country this question:*

**"In what one woman's magazine would you prefer to see advertised the merchandise sold in your department?"**

***which all adds up***

***wherever you go,***

**"JOURNAL-ADVERTISED"**

*JOURNAL readers are your best customers—they spend 25% more  
(Customer Audit Bureau, Inc., studies)*



599—a 14.3% return—answered:

Rank		Per Cent of Total Respondents
<b>1</b>	<b>LADIES' HOME JOURNAL</b>	<b>18.7%</b>
<b>2</b>	<i>Fashion Magazine</i> . . . . .	<b>18.5%</b>
<b>3</b>	<i>Woman's Magazine</i> . . . . .	<b>12.2%</b>
<b>4</b>	<i>Shelter Magazine</i> . . . . .	<b>8.7%</b>
<b>6</b>	<i>Woman's Magazine</i> . . . . .	<b>5.5%</b>
<b>14</b>	<i>Woman's Magazine</i> . . . . .	<b>2.5%</b>

**a**

**to the fact that...**

**store people know**

**means BUSINESS!**

*Ladies' Home* **JOURNAL**

*Details from any LADIES' HOME JOURNAL Representative upon request*

**Contant Elected President**

Ira Contant, advertising manager of Hoffmann-La Roche Inc., Nutley, N. J., has been elected president of the Pharmaceutical Advertising Club of New York.

**Goodrich Promotes Three**

The Associated tire and accessories division of B. F. Goodrich Co., Akron, has made three promotions. Fred C. Schulz, manager of sales development for Associated lines, has been named Pacific Coast manager. He succeeds the late K.K. Kantzer. Don W. Gates, with the company since 1939, most recently as Associated advertising and sales promotion manager, has been advanced to merchandising manager of the division. Grover C. Clark, who joined the replacement tire sales division in St. Louis in 1939 and most recently has been handling

sales promotion activities for the Associated division, has been appointed to succeed Mr. Gates.

**Insurance Co. Boosts Parnell**

Clyde A. Parnell has been promoted to publicity manager of Old Line Life Insurance Co., Milwaukee. He succeeds Nan Loughran, who is retiring after 32 years in charge of advertising and sales promotion for the company. Before joining the company in 1950, Mr. Parnell was office manager and publicity director for Industrial Heating & Engineering Co., Milwaukee.

**Toothbrush with Toothpaste Has West Coast Test**

REDWOOD CITY, CAL., July 15—Within the next two weeks, Twisto Container Corp. will enter the Los Angeles market with a newspaper campaign in all metropolitan dailies to promote Twisto, its portable toothpaste dispensing toothbrush. There are a number of similar items on the market, but this is the first to use paste.

The advertising theme, tested in San Francisco 60 days ago, is "Now you can brush your teeth three times a day." It is designed to capitalize on the considerable publicity of recent years that brushing teeth three times a day is the most effective means of keeping cavities at a minimum.

This type of toothbrush has not attained any appreciable degree of acceptance for two principal reasons, says Robert Williams of W. B. Geissinger Co., Los Angeles, agency for the company. To date, he says, all such brushes have used powder, which has never been very popular with the public. And the dispensers used have been too bulky to carry around during the day.

A principal feature of Twisto is its container, which looks much like a fountain pen, and has a pen-type clip, making it convenient to carry. To use Twisto it is necessary to twist the handle until sufficient paste appears on the brush. The container carries a 6 to 10-day supply. Any paste can be used.

The Los Angeles campaign will follow the same pattern used in San Francisco. Quarter and half pages will be used in newspapers, mostly on a co-op basis with drug stores and department stores. Television spots were used successfully in the test, but there is some feeling that they are too expensive for an item retailing at 98¢. Point of sale aids include a self-dispensing carton, designed for placement near the cash register.

An interesting result of the San Francisco test was the development of unforeseen channels of distribution. Department stores and drug stores were the prime target. However, cigar stands, variety stores and grocery stores also wanted the item and have turned in good sales volume.

If results of the Los Angeles promotion bear out those of the test, national distribution will be sought quickly, a company spokesman said.

**Hazel Bishop Buys 2 Shows**

Hazel Bishop Inc., New York, will sponsor two radio programs over NBC network covering one hour and ten minutes of weekly time. The beauty aids company will present newscaster Jay Sims in a new five-minute program series, "Inside News from Hollywood," beginning Monday, Aug. 4, 2:55 p.m., EDT. The program will be on Mondays through Fridays. Also, the company will sponsor the Monday, Wednesday and Friday broadcasts of "Lorenzo Jones," starting Aug. 4, 5:30-5:45 p.m. Raymond Spector Co., New York, is the agency. Products advertised are No Smear Lipstick and Complexion Glow.

**Allis-Chalmers Promotes 3**

Robert S. Stevenson, v.p. in charge of the tractor division of Allis-Chalmers Mfg. Co., Milwaukee, has been elected executive v.p. Willis G. Scholl, v.p. and general sales manager of the tractor division, succeeds Mr. Stevenson. Frank Mussell, eastern territory manager of the division, succeeds Mr. Scholl.

**Clissold Publishing Buys 'Hospital Management'**

Arrangements have been completed for Clissold Publishing Co., Chicago, to take over Hospital Management Inc., which publishes Hospital Management magazine. Paul E. Clissold, president of the company bearing his name, and publisher of Baking Industry, will become publisher of Hospital Management. He succeeds G. D. Crain Jr., who founded Hospital Management in 1916.

In announcing the change, Mr. Crain, who is also president of Advertising Publications Inc., and publisher of Advertising Age and Industrial Marketing, said that expansion of the latter company has made it impossible for him to continue direction of Hospital Management.

**Names Richard N. Meltzer**

Richard N. Meltzer Advertising Inc., San Francisco, has been appointed to direct advertising for Pacific Southwest Airlines, San Diego. Plans include newspapers, 24-sheet posters, radio and television.



Space Buyer

**"I bought GAS"**

... because we get more effective circulation at less cost. That's why we concentrate our advertising dollars in GAS for the most complete coverage of the gas industry and at the lowest rates per thousand circulation."

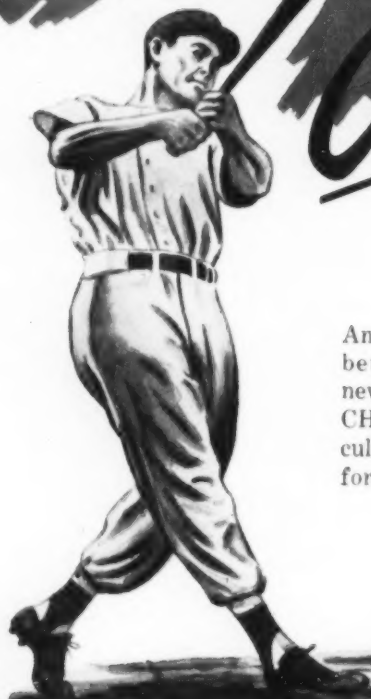
... and because GAS has

- ▶ Largest circulation, with 92% to individuals in Gas Companies.
- ▶ Its circulation reaches the men who have authority to buy—the same men your salesmen contact.
- ▶ Circulation Verification is Two-Fold. 96.5% Verified by C.C.A. for list accuracy. 93.9% Verified for Readership by independent audit.
- ▶ Authoritative editorial coverage backed by 26 years experience features the know-how and why of methods and techniques, which means high readership.
- ▶ More editorial and advertising pages per issue than any other Gas Industry Publication.
- ▶ A circulation increase of 79% in 10 years has kept pace with the growth of the industry.
- ▶ More complete coverage of the billion dollar gas utility and pipeline industry.

**GAS** Write for Latest Market Data ...

**NBP**  
A JENKINS PUBLICATION  
198 So. Alvarado Street  
Los Angeles 4, California

There's a **BIG DIFFERENCE** between an Average Good Batter and the



*Champion*

And there's a big difference between the average good newspaper and the **CHRONICLE**. Take the circulation figures shown below, for instance . . .

**ABC Publishers' Statements six months ending March 31, 1952**

	CHRONICLE		POST		PRESS
	Daily	Sunday	Daily	Sunday	Daily Only
City Carrier	114,684	115,151	89,929	89,644	67,813
Total City	128,304	138,847	109,745	114,216	91,041
City and Retail	168,117	183,291	157,733	168,610	111,655
<b>TOTAL</b>	<b>184,828</b>	<b>204,856</b>	<b>173,342</b>	<b>190,786</b>	<b>122,606</b>

CHRONICLE EXCESS in HOME DELIVERED CIRCULATION (the heart of the Houston market)  
over POST — Daily 24,755 . . . Sunday 25,507  
over PRESS — Daily 46,871

**39 consecutive years of leadership in both circulation and advertising**

For additional facts about the No. 1 paper in the South's No. 1 market, contact your nearest Branham Company Office.

**The Houston Chronicle**

JESSE H. JONES, Publisher  
JOHN T. JONES Jr., President

R. W. McCARTHY, Advertising Director  
M. J. GIBBONS, National Advertising Manager

### Law of Copyright Explained in Book

CHICAGO, July 15—Since the intricacies of copyright law are generally discovered by laymen only through a process of trial and error, almost anyone in the field of communications should be interested in a new book on the subject published by Commerce Clearing House.

"Seven Copyright Problems Analyzed" (\$3) is the result of a series of lectures given before the copyright institute of New York's Federal Bar Assn. by a group of copyright experts. Subjects covered are practical problems in copyrights, authors' rights, broadcasting law, public performance rights in music, business practices in the copyright field, problems of book publishers and copyright litigation.

Legal specialists who prepared the series are Samuel W. Tannenbaum, John Schulman, Joseph A. McDonald, Herman Finkelstein, Robert J. Burton, Arthur E. Farmer and Joseph D. Karp.

### GRAPHIC ARTS MANUAL GIVES PRODUCTION AIDS

DALLAS, July 15—For beginners in the graphic arts business, Ad-Aids Co. has published a fairly complete, although not detailed, production manual.

"The Graphic Arts Production Manual" is divided into seven sections dealing with the basic steps in publishing—typography, copyfitting, engraving, printing, paper, envelopes and binding and mailing. The section on typography, as an example, presents common foundry and machine composition type faces and sizes which are keyed to a copyfitting table in the following section. Samples of several different kinds of stock showing halftone and line reproduction with a variety of screens are included in the section on engraving.

A plastic type rule and wheel-type proportional scale for scaling copy are included in pockets on the back cover. Ad-Aids Co. is located at 1725 N. St. Paul St., Dallas.

### PR BOOK REVISED

NEW YORK, July 15—Six new sections have been added to the revised edition of "Practical Public Relations" published this week by Harper & Brothers (\$5).

The new sections include material on public relations as a social instrument, scope and content, distributor-dealer relations, special publics, educational relations and communications. Material contained in the earlier edition has been revised and brought up to date.

Authors of "Practical Public Relations" are Rex F. Harlow, president of the Public Relations Institute of the West and former editor of *Public Relations Journal*, and Marvin M. Black, director of public relations for the University of Mississippi and formerly on the editorial staff of *Business Week*.

### Pacific Indoor Shifts Four

Herman F. Seidel has been promoted to sales director of Pacific Indoor Advertising Co., Los Angeles. William Taggart, territorial manager for the San Diego division, has been transferred to the Los Angeles sales department where he will be an account executive. Don Whan, v.p. and northern California manager, has been shifted to Los Angeles as general manager. Carl Coombs, valley territory manager, has been transferred from Sacramento to San Francisco as division manager for northern California.

### HOB&M Appoints Irish

Judson Irish, formerly with Compton Advertising, has been named copy supervisor of Hewitt, Ogilvy, Benson & Mather, New York.



ANNIVERSARY GIFT—Horace C. Treherne (right), executive secretary of the Cleveland Adclub since 1927, helps hold a water color portrait of himself painted by Clyde E. Horton (left), retired agency man and charter member of the Cleveland club. Wilmer E. Cordes, club president, is in the center.

### Elgin Appoints Rice

William H. Rice, formerly a field merchandising specialist for Foote, Cone & Belding, which handles the Watchmakers of Switzerland account, has been appointed a special sales representative of Elgin National Watch Co., Elgin, Ill.

### Westinghouse Boosts Finneran

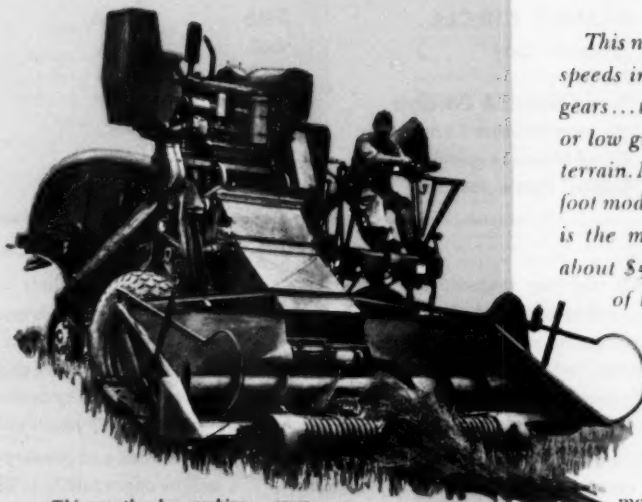
John P. Finneran, who has been in the ad department since 1948, has been promoted to general ad manager of Westinghouse Electric Supply Co., New York. He succeeds Arthur W. Sullivan, who has retired.

## Drug & Cosmetic INDUSTRY

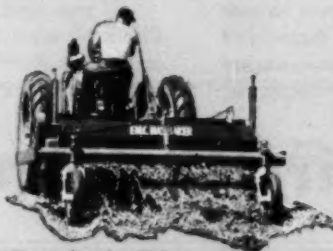
Covers an industry that is making its own brilliant future through research

*Also Publishers of Beauty Fashion*

## 36 forward speeds...



*This new thresher combine... saves time and labor in grain or flax fields*



*The Hayerasher gives higher quality, more palatable hay*



*Versatile tractor lifts long grass silage*

*This new combine has nine different speeds in each of its four transmission gears... to adjust its operation to high or low grain, smooth, rough or rolling terrain. Midwest dealers say that the ten foot model with the pickup attachment is the most popular—and retails for about \$5,450. This combine is typical of the new machinery developed for more efficient farming.*

The good farmer today is a manufacturer who depends more on power machinery than on inefficient manpower. He is interested in every mechanical or motor aid which will replace manual labor, save time and effort, increase output and production.

And his manual, guide book and source of practical and authoritative information is SUCCESSFUL FARMING... which gives the latest field-tested applications of mechanization and management techniques, new products and profitable processes.

SUCCESSFUL FARMING concentrates nearly a million of its 1,200,000 circulation in the fifteen agricultural Heart states among the nation's best farmers with the best soils, top investment, the highest yields and incomes. The average subscriber's yearly income is easily 50% greater than the national farm average... offers the greatest advertising and sales opportunity in the US for any product for better farm business or farm living! For full facts, call any SF office.

MEREDITH PUBLISHING CO., Des Moines...  
New York, Chicago, Cleveland,  
Detroit, Atlanta, San Francisco,  
Los Angeles.



# Family Circle gained more in the first than any leading

## THE LEADING MONTHLY MAGAZINES

	FIRST SIX MONTHS 1952	FIRST SIX MONTHS 1951	PAGES GAINED
<b>FAMILY CIRCLE</b>	<b>396</b>	<b>336</b>	<b>60 Gain</b>
Woman's Day	443	405	38 Gain
McCall's	447	435	12 Gain
Better Homes & Gardens	861	899	38 Loss
Woman's Home Companion	406	483	77 Loss
Good Housekeeping	748	871	123 Loss
Ladies' Home Journal	586	719	133 Loss

The magazines listed above are the first seven monthly magazines in size of circulation.

Listed above are the leading monthly magazines in America. They're all big circulation books... all colorful and attractive.

Why do advertisers continue to increase their investments in one particular magazine—*Family Circle*—while most of the other magazines show considerable losses in pages of advertising?

For advertising results—advertisers follow the reader! 606,119 more housewives began buying *Family Circle* in the year ending March 1952. More new readers than any monthly magazine. More new readers than ANY magazine! Continuing this growth, *Family Circle* will guarantee 4,000,000 circulation beginning January 1953.

*Family Circle* automatically selects housewife-shoppers because it is sold only in all the 8,500 stores of 14 leading grocery chains in 48 states and Canada. Advertisers know that their primary prospects are these housewife-shoppers who decide brand purchases for themselves,

their families and their homes.

The housewife-shoppers who buy *Family Circle* buy drugs, appliances, apparel and home furnishings. Advertisers of these products continue to place more and more pages in *Family Circle*; 100 of the 396 pages of advertising in *Family Circle* in the first 6 months of 1952 were non-grocery—39 pages more than the first 6 months of 1951.

For food and grocery products advertisers, *Family Circle* presents a unique opportunity to parallel product distribution with advertising coverage. *Family Circle* has led all monthly magazines in pages of food and grocery products advertising for the past two-and-one-half years.

If your products appeal to housewives, appeal to them in *Family Circle*. No other magazine delivers more housewife-shoppers in key markets at so low a cost. For better results from your advertising dollars in 1953, call your advertising agency today about *Family Circle*.

## 4,000,000 circulation guarantee



### IF YOUR PRODUCT APPEALS TO HOUSEWIVES... APPEAL TO



**GROCERY PRODUCTS** advertising parallels product distribution in 14 leading grocery chains that rang up more than four billion dollars—11% of U. S. food store sales—in 1951.



**DRUGS & TOILETRIES** are sold in more than half of the 8,500 stores that sell *Family Circle*. *Family Circle* circulation is concentrated in the U. S. counties where 82% of all drug stores are located.



**APPLIANCES & EQUIPMENT** dealers say (in a new survey) they want to locate next to supermarkets for customer traffic. The housewife-shoppers who buy *Family Circle* are their best prospects.

# pages of advertising six months of 1952 monthly magazine...

## Family Circle delivers national circulation where sales are made

Family Circle is sold in all 8,500 stores of 14 leading grocery chains located in 48 states and Canada. These stores rang up over **4 BILLION DOLLARS** in sales in 1951 and accounted for one-third of U.S. chain grocery volume.



\*Other Safeway Editions

### FAMILY CIRCLE DISTRIBUTING CHAINS AND LATEST ANNUAL U. S. SALES

Albers	\$ 66,845,000	Hill	\$ 20,000,000
American	510,451,000	Jewel	209,244,000
Bohack	115,268,000	Kroger	997,086,000
Butt	40,000,000	Red Owl	89,834,000
Dixie Home	55,034,000	Safeway	1,320,919,000
First National	406,773,000	Weingarten	51,792,000
Grand Union	179,367,000	Winn & Lovett	174,724,000
<b>TOTAL SALES \$4,237,337,000</b>			

### Coverage in Key Markets

97% of Family Circle's circulation is concentrated in 1,695 counties that account for 87% of U.S. retail sales, 88% of food sales, 86% of drug sales, and 83% of U.S. families. 64% of Family Circle's U.S. circulation is concentrated in the metropolitan county markets.

## Family Circle gained more new readers in the past year than any other magazine.

606,119 more housewives began buying Family Circle in the year ending March 1952. More new readers than any monthly magazine. More new readers than **ANY** magazine.

	MARCH 1952 CIRCULATION	MARCH 1951 CIRCULATION	CIRCULATION GAINS	LATEST PUBLISHED CIRCULATION GUARANTEES
<b>FAMILY CIRCLE</b>	<b>3,500,000</b>	<b>2,893,881</b>	<b>606,119 Gain</b>	<b>4,000,000</b>
McCall's	4,380,504	4,058,209	322,295 Gain	4,000,000
Saturday Evening Post	4,351,273	4,055,995	295,280 Gain	3,800,000
Woman's Home Companion	4,295,562	4,027,268	268,194 Gain	4,100,000
Life	5,297,851	5,245,141	152,710 Gain	5,200,000
Ladies' Home Journal	4,787,930	4,635,894	152,036 Gain	4,275,000
Better Homes & Gardens	3,691,286	3,656,078	35,208 Gain	3,400,000
Look	3,326,269	3,310,170	16,099 Gain	3,250,000
Collier's	3,185,325	3,187,790	2,465 Loss	3,100,000
Woman's Day	3,096,158	4,044,283	148,125 Loss	3,750,000

Family Circle's circulation guarantee was 2,500,000 beginning March 1952; 4,000,000, as of January 1952. H. G. Hill Stores, with initial first month's circulation of 15,000 in December 1951, was the only chain added in the year March 1951-1952.

## Family Circle costs the least of the top ten magazines

Family Circle has the lowest cost per-page-per-thousand for black-and-white and four-color advertising of the top ten magazines.

	B/W PAGE RATE PER M	4-COLOR PAGE RATE PER M	LATEST PUBLISHED CIRCULATION GUARANTEES
<b>FAMILY CIRCLE</b>	<b>\$2.75</b>	<b>\$3.60</b>	<b>4,000,000</b>
Woman's Day	2.80	3.87	3,750,000
McCall's	3.13	4.17	4,000,000
Woman's Home Companion	3.14	4.20	4,100,000
Ladies' Home Journal	3.16	4.33	4,275,000
Better Homes & Gardens	3.21	4.38	3,400,000
Collier's	3.26	4.72	3,100,000
Look	3.52	5.27	3,250,000
Saturday Evening Post	3.61	5.36	3,800,000
Life	3.69	5.56	5,200,000

## beginning January 1953

## THEM IN FAMILY CIRCLE MAGAZINE...



**HOME FURNISHINGS** advertisers use Family Circle to build customer traffic in their dealers' stores. Family Circle housewife-readers are neighborhood shoppers.



**APPAREL** sold in department stores all over the country is tied-in with Family Circle fashion promotions. Stores say "Family Circle readers are among our best customers."



**FAMILY CIRCLE**  
NEW YORK • CHICAGO • SAN FRANCISCO

Circulation figures:  
A. B. C. Publishers' Statements  
and Interim Reports; Family Circle  
March 1952 circulation figure is  
Publisher's approximation.

Advertising figures:  
Publishers Information Bureau  
Advertising rates:  
Standard Rate & Data Service

**FOA Elects Schults**

Charles E. Schults, president of the Westchester Frozen Food Mart, has been elected president and director of the Freezer Owners Assn. of America Inc., New York. Other officers are Fred Rohrlrich of Miami, v.p., and L. J. Karmen, secretary-treasurer. Mr. Rohrlrich and John Bess, founder of the FOA, were also elected directors.

**Appoints Gerald Long**

Gerald L. Long, formerly manager of the professional advertising department of E. R. Squibb & Sons, New York, has been named assistant advertising manager of Ciba Pharmaceutical Products Inc., Summit, N. J. He will be concerned primarily with developing the creative phases of Ciba's advertising program.

**NATION-WIDE FIELD SERVICE****USEFUL TO ADVERTISERS AND EDITORS**

Organization of 500 capable Photo-Reporters provides effective way to obtain on-location photos, case histories, stories, testimonials and releases. Write **SICKLES PHOTO-REPORTING SERVICE**, 38 Park Place, Newark 2, N. J.

## Iowa's Farmers Tag Farm Papers Top Info Source

DES MOINES, July 15—A majority of Iowa's farm operators depend on farm papers and magazines as sources of information for the job of farming.

This fact—plus dozens of detailed breakdowns showing where farmers go when they want ideas and suggestions, is included in "Information Please No. 2," published by Wallaces' Farmer & Iowa Homestead.

The new study brings a previous survey (conducted in 1947 and published in '49) up to date. It indicates that the most important sources of information for farm operators are farm papers and magazines; talking to other farmers; listening to the radio, and

reading newspapers, in that order.

Data in the report were secured from an area sample of the state of Iowa. The sample was designed by the statistical laboratory of Iowa State College, Ames, Ia., to give a representative sample of characteristics of the following four types of units:

1. All households in the "open country" zone of Iowa.
2. All farms operated by persons residing in the zone.
3. All persons operating farms of 30 or more acres, whose place of residence was within the zone.
4. All homemakers (female) for the farm operators in No. 3.

The statistical laboratory supervised the entire survey operation and compiled the findings, after which Wallaces' Farmer published the report. Respondents first were asked to name the sources of information they use (no check list was provided). Then they were asked about their use of other sources of information. Next, they

were asked to name the information sources they use in gathering material about four particular subjects on which they most frequently want information.

When farm operators were asked, "In general, where do you get information to help you in farming?" 344 of the 591 farm operators checked (58.2%) cited farm papers and magazines. Many operators mentioned more than one source. The percentages are as follows:

Talking to other farmers, 34.9%; listening to radio, 29.9%; reading newspapers, 25.7%; farm bureau office, 17.9%; Soil Conservation Service, Production Marketing Administration and other federal agencies, 10.5%; talking to extension people, 9.5%; reading extension bulletins, 8.3%; reading non-farm (general) magazines, 7.4%.

Also, reading organizational papers and magazines, 5.6%; attending meetings of farm groups and organizations, 4.9%; reading manufacturers' and dealers' manuals,

pamphlets, bulletins, etc., 4.9%; professional people, 4.1%, and watching television, 2.4%.

Respondents then were asked about the sources they did not mention initially and, of course, the percentages increased. But the top four sources kept their relative positions.

Both farm operators and homemakers were queried in detail regarding the sources of information on such subjects as market prospects, fertilizers, handling livestock, weed and insect control, livestock diseases, soil conservation, grain markets, legislation, recipes, canning, fashions, medicine, etc.

The answers of farm operators and homemakers are grouped separately, in a wide variety of tabulations.

Copies of the study are available from Wallaces' Farmer & Iowa Homestead, 1912 Grand Ave., Des Moines 5. The book will be available for distribution Aug. 1. The price is \$10, although it is being distributed gratis to farm paper advertisers and advertising agencies.

**Horwitch Heads Albert Inc.**

Burton S. Horwitch, sales manager, has been elected president of Albert Inc., Chicago maker of lingerie. He succeeds his father, Albert A. Horwitch, who founded the company seven years ago. Arnold M. Horwitch, Chicago production chief, has been named v.p. Other appointments include George Pallister, production chief of the Milwaukee operation, to president of Milwaukee Needlecraft Corp., a subsidiary, and Harold Hoerig, head of the Norway, Mich., factory, to v.p. of Norway Needlecraft Corp., another subsidiary.

**Buys Hadacol Outdoor Posters**

Moriarty Outdoor Advertising Co., Baton Rouge, has purchased all the Hadacol 24-sheet posters on major highways in Texas, Louisiana, Mississippi, Alabama, Florida and Arkansas. The posters are now available to other advertisers.

**Sheaffer Promotes Everett**

Clyde Everett, assistant to the general sales manager, has been promoted to southern sales manager of W. A. Sheaffer Pen Co., Fort Madison, Ia.



IT'S EASY WITH THE  
RIGHT COMBINATION!

Looking for more halos of brand loyalty marking good customers for your product in the Memphis Market? Use *both* Memphis Newspapers as the RIGHT combination to exert your influence toward best sales results! More than 324,506\* consumer-families who daily read The Commercial Appeal and Memphis Press-Scimitar are a responsive summer audience for your sales message. Every season of the year, the two Memphis Newspapers offer maximum returns at a minimum cost of only 65c per line when you take advantage of the optional daily combination rate. In Memphis and the \$2 billion Memphis Market . . . It's Easy with the Right Combination!

\*ABC Publishers' Statement, March 31, 1952

THE COMMERCIAL APPEAL  
MEMPHIS PRESS-SCIMITAR

Lower your  
production  
costs

Add to the quality of  
your point-of-sale  
displays, car cards,  
calendars, price cards  
with

FALPACO  
COATED  
BLANKS

Ask your distributor  
for samples and prices

FALULAH  
PAPER COMPANY



NEW YORK OFFICE • 500 FIFTH AVENUE  
NEW YORK 18, N. Y.  
MILLS—FITCHBURG, MASS.



# Advertising Age

Language Makes the Adman

Looking at Retail Ads

It's Size of Idea: Woolf

How to Cut C.O.D. Refusals

THE NATIONAL NEWSPAPER OF MARKETING

## The Lasker Story... As He Told It

### III

#### Enter the Copywriter...and Big Rewards

Last week's instalment of the "Lasker Story" told how the young adman sought to define advertising, and finally came to the conclusion that "advertising is news." Here Mr. Lasker tells how he put this notion into actual practice, with the aid of a former co-worker in the New Orleans newspaper field, and how it worked so well that in six years his income had increased 10,000%.

So I went to Mr. Thomas, who was one of the finest men I ever knew, and one of the most open-minded men. And I say Mr. Thomas instead of Mr. Lord because Mr. Lord looked only after the finances of the business and Mr. Thomas looked after the business-getting. And I told Mr. Thomas what was on my mind. And I asked him—it may not have occurred in just that way, but I am briefing it—wouldn't he turn over some of his old accounts to me that were not going very well and let me practice on them.

Among other accounts he had where he was only getting 5% commission was that of the Wilson Ear Drum Co. In those days you got what you could. You took it at a close price or, rather, you made your own negotiations for a commission. No two people received the same commission in any house save Ayer.

I believe even at that time Ayer got 15% and had one price to everyone. I never knew a time when they didn't have the very finest of business practice, though lots, in those days, knew a lot more about advertising than Ayer. But Ayer had good business practice to the extent in advertising that he knew advertising. He gave service...

But to get back. You will pardon me for reminiscing this way, but I am trying to build up a scheme of things that leads to the advertisement that appears this week in *The Saturday Evening Post*. So then, the Wilson Ear Drum. There was a fellow in the town, and he and I had worked on a couple of papers in New Orleans as reporters, I on the *Times Democrat* and he on the *Picayune*. His name was Eugene Katz. We met on the street one day and I told him about Wilson Ear Drum and he thought he could do it if I could produce some artwork.

I went down to Louisville and I told them about this wonderful fellow. I think that was the first staging of copywriters' stuff. It really was.

I said to the Wilson people, "Here, you are only paying us 5%, and that is all we ask." They were spending about \$10,000 a year and had been for years. They had a picture that was very fine. Our \$25-a-week artist looked like the deafest man you ever saw, and they are still using that picture. He had taken a picture of himself like this (illustrating man cupping his ear).

I said to them, "Here, I want to pay this great man \$500 for writing this advertisement. I am his manager, and what I get out of it is this: If it pays you, you give him the \$500." Because I couldn't



### You Hear!

When you use

### Wilson's Common Sense Ear Drums

The only scientific sound conductors. Invisible, comfortable, efficient. They fit in the ear. Doctors recommend them. Thousands testify to their perfection and to benefit derived.

Information and book of letters from many users, free

WILSON EAR DRUM CO.

103 Trust Building Louisville, Ky.

DEAFEST DEAF MAN—Single column Wilson Ear Drum ad shortly after the turn of the century, featuring the artist who had his picture taken as "the deafest deaf man you ever saw."

get that out of Lord & Thomas since they had no confidence in this, you see. "If it pays you," I told them, "you pay us 15%, and if it doesn't pay you, you quit." I didn't know what I was going to do about my job, but I was sure that advertising would do this.

Of course, at that time there was very little total advertising done in the U. S. I doubt if the general agency business of the whole U. S. in volume was as great as that of any of the three big houses alone is today, and naturally, any advertising that had any right for an appeal could pull strongly. There are ever so many elements that we know today go to make up good advertising, but at that time if you had advertising with only one element, it could almost stand lacking in all the other elements.

And within four months they were spending \$15,000 a month, a thing unheard of in our house, and were paying us 15%. Their business went great until the electrical devices came, and of course that killed that line.

Well, I went along and made up my mind that if Ayer could get 15%, I could

get it. I never got an order at less than 15% myself, and anything they turned over to me, I either got it at 15% within a reasonable time or quit, because my idea of this business was to render service and make money.

I had no desire to make money and not render service, but I certainly had no desire to render service and not make money. That has always been my creed.

I had kept on with Katz for two or three years as my copywriter. Then Katz got free lancing, everybody got using his copywriting, and Katz went in business for himself. He is retired today, a very rich man. And, coincidentally, I happened to meet him for the first time in years down at Miami Beach two months ago, and I had the manuscript of this

proposed advertising with me. He was down there with Ernest Gundlach, a competitor of ours, and one night they spent six hours with me going over this advertising and editing it and reconstructing it and giving me their reactions on it. [Ernest Gundlach was the owner of E. T. Gundlach Advertising Agency in Chicago until his death in 1942. He was a famous authority on mail order advertising and the author of several books on the subject, as well as a pioneer in copy testing and research.]

Well, I did so well that in 1904, after being in it six years—now, mind you, I am just speaking autobiographically—I had started at \$10 a week, and in 1904 I got \$52,000, because they gave me a quarter interest in the business. That is what they paid me out of that quarter interest.

Next week: The most famous incident in advertising—the meeting of Aibert D. Lasker and John B. Kennedy, the fabulous character who defined advertising in three words and did as much as any single man to revolutionize the whole concept of advertising.

## The Market Research Question Box

This is the sixth set of questions and answers for admen, prepared by E. L. Deckinger, director of research, The Blow Co., New York. Try them—then check the answers on Page 49.

- Which of the following best indicates 1951's purchasing power in 1900 dollars? (a) \$1.50, (b) \$1.00, (c) 67¢, (d) 30¢, (e) None of these is close.
- What per cent, approximately, of the population 15 and over in a typical metropolitan market, sees in one month, an average 28-inch carcass? (a) 10%, (b) 20%, (c) 35%, (d) 50%.
- In 1951, 1,214,685,000 pounds of creamery butter were produced in America, according to the National Dairy Council's estimate. About how many pounds of oleomargarine were produced? (a) 1/10, (b) 1/2, (c) 1, (d) 10 billion, (e) None of these.
- About how many hotel rooms are there in the U. S.? (a) 140,000, (b) 540,000, (c) 1,040,000, (d) 1,440,000, (e) None of these answers is close.
- Which of America's principal manufacturing industries had the largest percentage of profit earned on sales in 1951? (According to National City Bank of New York). (a) Cement, (b) Drugs and Medicines, (c) Office Equipment, (d) Sugar, (e) None of these.
- How many of the country's 106 television stations made money in 1951? (a) None, (b) 37, (c) 67, (d) 93, (e) None of these is close.
- The largest circulating daily newspaper in the U. S. is the *New York Daily News*, with 2,198,000 circulation (6 months ending March 31, 1951). What's number two? (a) *Chicago Tribune*, (b) *New York Mirror*, (c) *Philadelphia Bulletin*, (d) *Los Angeles Herald & Express*, (e) None of these.
- 1950 national income totaled \$238,963,000,000. Which of the following industrial organizations is the biggest source of national income? (a) Retail Trade (including automotive), (b) Government (including government enterprises), (c) Services (including personal, legal, religious, professional, etc.), (d) Manufacturing, (e) None of these.
- Where is the most precipitation in the country, according to regular Weather Bureau records? (a) Mobile, Ala., (b) Wichita, Kan., (c) Winnemucca, Nev., (d) Washington, D. C., (e) None of these.
- Our Military force reached its largest number in 1945. Approximately how many uniformed souls did we then have? (a) 8 million, (b) 10 million, (c) 12 million, (d) 15 million, (e) None of these is close.

Answers to Questions on Page 49

## The Eye and Ear Department ...

### Close to Home-Folk

Generally this column concerns itself with programs heard from the chief urban centers. This is unfortunate, because programs heard from the chief urban centers have a sophistication not common to programs heard in the hinterlands.

For some reason, programs heard in the hinterlands, which this reviewer has been listening to during a vacation in the hinterlands, seem a lot closer to the regions in which they are heard, the people who live there and to that quality the advertising profession occasionally refers to as "reality."

Local programs heard outside the big cities (if you haven't heard any recently, as this reviewer hadn't) are quite casual, artless and personal. Tuning in a network program after listening to a purely regional program is like putting on a recording after listening to the real thing. The network program is much more professional in character. You get the feeling that a squad of lackeys has spent days whipping it into shape—and whipping out of it all personal communication. It is art presented for art's sake.

The local presentation is presented purely from hunger—and despite government handouts, not everybody in this country feasts on caviar. Bacon and eggs—or ham and eggs—are still staple, and the local programs have plenty of ham and lay lots of eggs. But the people in the areas covered by them listen not only loyally but enthusiastically. And they respond.

■ The commercials contain none of the clichés that creep in when a radio commercial writer is writing for a national audience. They are quite specific as to what the product will do for you right where you live, what it costs and where to buy it.

One gets another impression listening to these regional programs that, while the country we live in is called united, it is probably more diverse than the British Empire, more factional than Europe. It is certainly different from Chicago, New York and Los Angeles. And, if you're interested in this reviewer's opinion, that is undoubtedly good.

## Tips for the Production Man ...

### Keep a 'Safety' Ad Plate

By Kenneth B. Butler

If your consumer or trade publication ad program comprises four or more publications and if you furnish complete ad plates, it will pay you to have a spare or "safety" electro made. This plate should be held in readiness in case of emergency.

As all my production department readers well know from past anguish, many things can happen. All of them, usually, at the last minute and within the shadows of the deadline.

Occasionally a plate may fail to arrive at the publication printer, due to being misaddressed, missent, or just plain lost in the mails.

Despite careful packing, plates frequently arrive in damaged condition... past emergency repairs.

Or they may be accidentally scratched or dented in the handling by publishers' office or in pre-makeready and makeup processes in the printing plant.

■ In the actual printing process unavoidable accidents frequently occur... plates that pop off their mounting and get smashed in the form (or someone else's plate pops off and smashes yours). We recall one case where an absent-minded pressman left a lockup tool resting on the form and then started up the press. You know what happened!

Frequently the publisher is asked to

saw or trim down plates, or in other ways alter their size to accommodate his page size. A slip on the saw and you get a rush call for a duplicate plate.

Plates to be sent by one publication for use in another publication may fail to arrive, or fail to arrive on time due to a variety of reasons.

Plates previously run and scheduled for rerun may have been lost in the interim, somewhere in the vast recesses of thousands of stored plates in the publication printing plant.

■ In many of the foregoing instances, the printer or publisher expects to pay for the loss or damage, but producing a duplicate plate quickly so as not to hold up a press run is a feat of legerdemain that rests on the production man.

The spare plate is insurance, and money well invested. In many cases you can bill the publisher for its value.

There is still another important reason for the safety ad plate. That is so that you may have an unused, fresh pattern plate on hand in case you decide at the last minute to go into an additional publication.

And having it on hand for a possible pre-print or reprint saves time, worry, and expense in the long run.

Every motorist with four tires in use carries a spare. How about you, with your adplate electros?

## Mail Order and Direct Mail Clinic ...

### How to Cut Down C.O.D. Refusals

By Whit Northmore Schulz

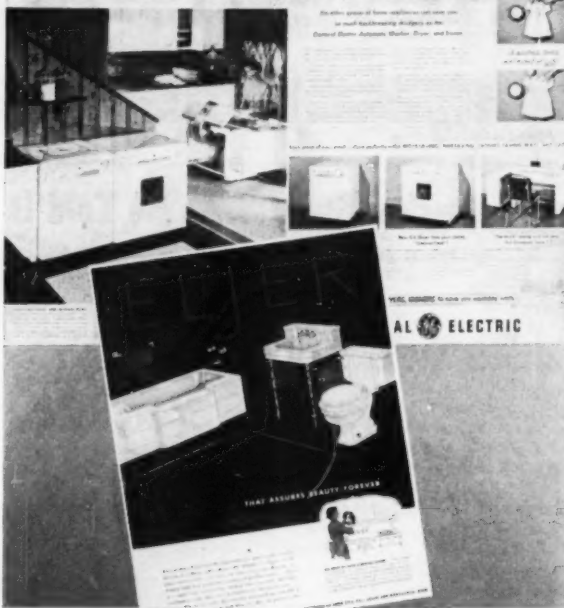
A few weeks back, I discussed a new method of handling C.O.D. mail orders. This included shipping C.O.D.-ordered merchandise on open account; promptly following it up with a firm, friendly and courteous statement designed to collect the amount due; introducing new prod-

ucts in your line by enclosing sales literature with the invoice; showing your customer you trust him, and at the same time saving money for him by eliminating costly C.O.D. fees.

Now let's study some ways to reduce C.O.D. refusals when you actually ship your wares "collect on delivery."

## The Creative Man's Corner ...

A G-E All-Electric Home Laundry for only \$7.24 a month!



### Humanization Wanted

It is not unusual, any more, for cocktail parties to wind up in the kitchen or, with the shortage of domestic help, even to start there. The kitchen, in short, has become as democratized as the living room once was in the days before television. Today the living room is on the way to becoming a darkened tomb with sound and a tiny square of flickering light, like the window in a mausoleum.

Thanks to the *Reader's Digest*, the bathroom has also become more than a mere functional appendage to the average modern home. In fact, it has—to a great extent—taken over the place that the library or sitting room once held.

This change in personality, however, has not affected advertisements about bathrooms quite as much as it has affected advertisements about kitchens. Bathroom ads still speak in terms as restrained as they did in the days when little boys were told the doctor brought them in his little black bag. The phrase, "Quality that assures beauty forever," for example, which appeared in a recent Eljer plumbing fixtures ad, might very well have been used for Barre granite or Boyertown caskets.

What we would like to see in bathroom fixture ads is a little humanization. How about a special recess in the wall to hold back copies of the *Reader's Digest*? How about a combination glass holder and ash tray next to the john—for the sheer hell of it? Do these people labor under the delusion that people don't smoke in bathrooms? How about an electrocution-proof spot for a radio while lazing in a tepid tub?

GE gets practical about kitchens. Granted, they don't tell you if the finish on their fixtures is alcohol-proof, but they do treat the kitchen as a room that is used. By people who are alive. They talk the language of real people. Eljer, on the other hand, gives you the impression that putting in a bathroom is like erecting a memorial to yourself. Confidentially, we find a bathroom far from tomb-like. Some of our best ideas have been born there and our voice has never sounded half so magnificent in the kitchen.

C.O.D. refusals are costly when you figure the cost of securing the order; order processing; boxing; shipping postage; and return postage.

What then can be done to keep refusals at a minimum?

■ 1. State your offer clearly. Tell your customer his exact cost. For example: "Only \$2 postpaid, or C.O.D. for \$2.31."

2. Ship same day order is received. Promptness helps eliminate refusals. Immediate shipment pleases the customer and often finds him waiting for the postman, money in hand, and in a receptive mood.

3. Recommend cash with order to save the customer money. Show him how he saves when his remittance accompanies his order. For example: "Please check here if you're enclosing your remittance. We gladly pay the 75¢ postage and C.O.D.

fees. You still receive the same unconditional money-back guarantee."

4. Offer a premium for a cash sale. If you're selling books by mail, for example, offer an autographed copy if check comes with order. Or, if you're selling wallets, offer to personalize the wallet with the customer's initials if he orders now and encloses his remittance.

5. Offer a strong, cheerful money-back guarantee. When you do this, your customer is not as hesitant about accepting the product when it arrives, because he knows that if he's not satisfied, his money will be immediately refunded.

6. Acknowledge C.O.D. orders at once. You can do this by sending the customer a printed 2¢ post card, filling in the exact cost of the delivered merchandise so he'll have the money ready when the postman



arrives. If your acknowledgement is made by first class letter, you can enclose literature on your other products, thereby helping to stimulate another sale.

(Testimonials from satisfied buyers, when included with acknowledgements, help convince wary C.O.D. buyers that your company backs up its guarantee by

proved customer satisfaction.)

7. Ask for deposit with original order. When a customer has an investment in the product ordered, he'll accept it when it arrives. For example, you could say: "Please send \$1 with your order and pay balance on delivery, plus usual parcel post delivery charges."

Employe Communications . . .

Union Editor Practices Public Relations

By Robert Newcomb and Marg Sammons

Dr. A. L. Lewis is editor of *United Rubber Worker*, tabloid newspaper published monthly by the United Rubber, Cork, Linoleum and Plastic Workers of America—CIO. He is, in addition, the director of his union's public relations, and formerly he was director of the union's research and education department.

Dr. Lewis, who edits a paper widely considered to be one of the best union journals issued, came into unionism via the management route. He was once a special representative of General Electric and trained salesmen there. He was later vice-president of a manufacturing concern, in charge of sales and advertising. He has written books and has served on a college faculty.



Dr. A. L. Lewis

A few weeks ago a group of industrial editors in Indiana leagued it up with Butler University to present a day's program on communication. Thanks to a level-headed individual named Robert S. Smith, who edits a crisp little journal for Indiana Bell Telephone Co., the program committee invited Dr. Lewis to fill an important spot on the program. What he said was worth listening to, but when the affable doctor bore down on company journals for employes, he said a few things that could be slipped under the glass on any management desk. Here are a few specimens:

1. *The company publication for employes lacks an objective.* The union publication has a clear purpose. But many company managements have not agreed

on a purpose for their own employe papers. Dr. Lewis implied that a company publication could be a strong influence in management's behalf, but that management refuses to recognize the power of one of its own tools.

2. *Communication in companies has too many managers.* It takes management too long to reach the people, presumably because too many people in management must approve what is being said. Dr. Lewis was asked how many officials of his union approve the text of *United Rubber Worker* before it goes to press. The answer: None.

3. *If you want to reach the people, go where they are.* The copy of the employe journal handed out at the gates probably isn't read—at least it isn't read to the extent it would be if it were mailed home. The Rubber Workers union mails its copies to the members' homes. Dr. Lewis believes that the great majority of union papers are so distributed, on the basis that distribution at the gates is a poor economy.

4. *Management doesn't promote its own communications.* This point is best made by an example: At the editors' conference, Dr. Lewis (a) described in detail the contents of a typical issue of his union paper and gave reasons for the use of many features; (b) submitted to all sorts of questioning; (c) provided an individual copy of his paper for every conference delegate; (d) volunteered to have sent to every delegate's office, for a period of four months, a free copy of the *United Rubber Worker* if the association secretary would simply supply the names; (e) invited every delegate to write in questions to him, and to drop in and visit him at his office in Akron.

charge of creative services.

Some agencies now have account managers to replace assistant account executives.

A major part of the business is still talk, although it seldom is labeled so simply. It breaks down into briefing (a military word that readjusted nicely), meeting, kicking it around, discussing and filling-in. They are used to denote the number of people participating: In a briefing, one man talks, one or more listen; in a meeting, at least two people are there and both get to talk; kicking it around means it comes off the tops of their heads and the ideas are sketched in; discussing means the talk is solid, real or sound; filling-in is giving an outside dope the inside dope.

A few people are still walking around with minds like steel traps, but they're more apt to be acute citizens. They are attuned, and are with it. Some are still quick on the uptake, sharp, shrewd, and given to split-second decisions, and are jet jobs. They don't need a recap, run-through or playback, and can be talked to in shorthand.

A man like this can work across the board, keep the clients happy, be a clutch-hitter. He doesn't choke up, or wobble. He understands that plush places are *chi-chi* or *frou-frou*, and ought to be called joints, deadfalls or caves. Just as sawdust-floored bars on Third Ave. are automatically salons, drawing rooms or literary centers.

In a tearroom or decompression chamber, he may become organized, fractured, inert or all-aglow. Particularly if he has one ball too many. He is fond of saying that he wouldn't be in the dry vermouth business.

He works for places with character, headed by human beings, preferably where the track is fast. It isn't too mechanical, and has lots of potential. Horizon is important to him, since vision is a watchword, with his intellectually honest management. They understand the nuances, and they've got peripheral vision.

While he values stability, he doesn't confuse it with any passive quality. Planning is important, so is attention to detail, along with the over-all, or long-range viewpoint. Perspective cannot be overval-

ued; it's bedrock basic in a shop with a conscience.

These sterling assets enable his crew to wrap it up in a single package, or roll it up in a ball. There isn't any shell game involved, or blue sky, since integrity can't be copied. Being genuinely creative is some help, too.

Over-all, the thing is to see the big picture, particularly down at the client. Clients tend to be slide-rule types, or check-adders; they don't grab the tab with alacrity; they are sometimes guilty of not believing in advertising.

Seeing the big picture, and being organized, an Acute still keeps track of the retail level. He understands that there's no substitute for real selling; that most salesmen are order-takers; that they don't ring doorbells; that you can't package selling effort. To sell you've got to hit the road, get out in the provinces and on the firing line. This is how you ring cash registers, or translate advertising into action.

This enables him to say that he's touched all the bases, found out what makes people tick, gotten off Madison Ave. He saw it first-hand, and is in touch. It helps to butter up the client, who's a nervous type, and it lets the merchandise men live it up in Omaha. With this kind of on the ground approach, he can generally get down to brass tacks, to the heart of the matter, to the crux of the situation.

If he isn't on the ball, in a sweat or deeply involved, he may be in trouble. This leads to being in a jam, tapped for the rap or liberated. In which case, he is in between, now at liberty, free-lancing or consulting. After he's turned in his key to the executive John he can appraise his situation realistically. He can weigh the factors.

He will usually see that his former job had real defects. Its management wore white-piped vests, high-button shoes and were straight from Harding. They were isolated, ivory-tower and rigid. Not forward-looking. It's a fine shop, loaded with craftsmen and talent, and has an air of gentility. But the weakness stems from the top down.

He's resigned to the fact that in a service business, with high pressure, there is a certain amount of misfires. He's up the

In the Ad Business, You're Not Really Living If You Don't Know the Language

By John Crichton

The patois of advertising is being kicked around, pulled into shape and formalized. What would have passed for the best vernacular a couple of years ago is passe.

For one thing, military talk has pretty well subsided. Like the Eisenhower jacket, and the MacArthur toby, it's a thing of the past to "pinpoint" an operation, or to capitalize *Operation*. Occasionally someone admits to spearheading, and there are some conversational shock troops around. Nobody is usually assigned to mopping-up any more; that is the work of the detail man.

Science talk, strangely, is also on the downgrade. *Fission* is now likely to mean rod & reel stuff. *Chain reaction* is largely confined to describing what went on with Kroger and A&P. *Atomized* is back to the perfume counter.

Mechanics still has a pretty fair hold. Men are still important cogs; when they are relaxed they have a built-in over-drive. Campaigns are sometimes accused of having that punch-press look. Basics are still described as nuts & bolts.

The places where admen work are still shops, although foundry, store and delicatessen have their adherents. One agency was recently described by an inmate as "just one big, happy factory."

Most of the things they do are done at various levels: management level, which means that small boys are excluded; policy level, which is strictly think-stuff, or plowed on a cloud; operating level, where you can't pass it on to anybody.

The titles are still largely drawn from comic-opera. *Analyst* is getting a big play, now, and apparently acknowledges present-day advertising's debt to psychiatry. "Joined the executive group" usually means that no title has yet been assigned.

People are still coordinating like mad, particularly those with anatomical titles, like group head. No left-hand men nor girl Thursdays are reported. People get placed on the executive committee, sort of a farm-club board of directors. Copy chiefs are practically on the reservation; they are now group heads, group supervisors, creative supervisors, v.p.s in charge of creative activity, or executive v.p.s in

Answers to Questions on Page 47

- 51. (d). Value of the dollar, according to U. S. News, in 1900 dollars, ran as follows in selected years: 1915—77¢, 1930—46¢, 1945—44¢, 1951—31¢.
  - 52. (b). According to the Continuing Study of Transportation Advertising, average results for 13 different markets—with a grand average of 20%—cumulative noting in a month, were:
 

Newark	20	San Francisco	15
New Haven	16	New Orleans	15
Detroit	26	Buffalo	18
Cleveland	22	Boston	20
Milwaukee	20	Providence	16
St. Louis	21	Johnstown	25
Chicago	18		
  - 53. (c). 1,036,341,000 pounds, to be exact—11% over 1950's total. \$25 million of these pounds were colored margarine.
  - 54. (d). The 1,440,000 hotel rooms can simultaneously accommodate about 2,000,000 customers. Of these, apparently only about half eat, as dining accommodations would only cover 1,030,000 persons. Source is Young & Rubicam's "Hotel Story".
  - 55. (a). According to the National City Bank, letter of April 1952, the five leaders in profits as a percentage of sales, were: Cement 11.8%; Petroleum products & Refining 11.5%; Chemical Products 9.3%. Data for other products listed above were: Lumber 9.7%; Drugs & Medicines 9.4%; Office Equipment 7.4%; Sugar 6.2%. Average for all manufacturing industries combined was 6.2%.
  - 56. (d). Despite horribly gloomy predictions, 93 of the 106 stations managed to take in more dollars than they put out, which is the simply stated (but elusive) rule for making money. Total expenditures, \$964,000. Income, \$381,000. These numbers are from the FCC, who ought to know.
  - 57. (b). According to the ABC, the circulation for the listed papers is: New York Mirror 973,000; Chicago Tribune 917,000; Phila. Bulletin 711,000; Los Angeles H&E 341,000. A couple of other whooppers are the New York Journal-American—largest evening paper—with 732,000; and the Philadelphia Inquirer, with 648,000. Top Sunday paper is the New York News, with 4,114,000. All according to ABC reports, period ending March 31, 1951.
  - 58. (d). Shares for indicated industries are: Manufacturing 31%; Retail 13%; Government 10% (about half Federal and half State-local); Services 9%. Total These Four 63%.
  - 59. (a). Among 61 cities with long-term records, Mobile is the wettest place in the country (no reference to drinking). Inches of precipitation and years of record for the listed towns are:
 

	Inches	Years of Record
Mobile	62	76
Wilmington	62	77
Winnemucca	5	77
Wichita	30	80
- The second best per capita umbrella market in the country is New Orleans, with a 60° average in 70 years. Juneau, Alaska, averaged 84° of precipitation in 61 years. Phoenix, Ariz., is the driest place in the country, with 8°.
60. (c). 12,123,455, to be exact, according to Uncle Sam's records. 66% were Army, 28% Navy, 4% Marines. 10% were officers; 2% were females.

wrong alley in the maze. He lived on the bull's eye; every day was his day in the barrel.

He'll say one thing, though: It's a business where people are your real assets,

where ability is paramount, and where you meet such interesting money. A business where basic thinking and word-skills are trade goods. And after a hiatus, to realign his sights, he'll answer the bill.

### Salesense in Advertising...

## What Counts Is Not the Size of Space But the Size of the Selling Idea

By James D. Woolf

"Among the objective devices which may be employed for attracting attention probably none has occupied such an important place in advertising literature as size or magnitude. Arguments in great number have been presented to show that any amount of space is worth as much or more than it costs, and arguments in equal number and apparently of equal force have shown that space is not worth what it costs after a certain magnitude is reached. Experimental studies have led to equally uncertain and equivocal results. The space problem looms large and calls for solution because of the great sums of money that the buying of space involves. The problem has defied solution because of its complicated character and the inability of investigators to control for experimental study the numerous factors that enter it."



James D. Woolf

Those words were written more than a quarter of a century ago, at a time when giant bleed pages were unknown and double-page spreads were a relative novelty. Author of them was Albert T. Poffenberger, Ph.D., associate professor of psychology, School of Business, Columbia University.

The problem "calls for solution" today with no less urgency than in 1925.

Currently the BIG SPLASH is the vogue. The reason for this vogue is not the fact that investigators, no longer confounded by the "complicated character" of the problem, have at last demonstrated the wisdom of the BIG SPLASH attack on the consuming public. Its origin, as in the case of all fads and "crazes," is hard to put one's finger on. From where I sit it appears to be one of those band wagon ideas with an irresistible appeal to the copycat agency business. Five years from now it may be something else.

Dr. Poffenberger advanced five reasons for the popularity of the BIG SPLASH, in his day a full page, as follows:

1. Pages occupy more favorable positions in the advertising medium.
2. Competitors cannot occupy space on the same page.
3. Pages, because of their cost, may have more time and money expended in their preparation than smaller ads.
4. Pages offer greater opportunity for effective layout.
5. Pages carry with them a certain amount of "prestige or atmosphere of success." Dr. Poffenberger did not maintain that these five advantages necessarily made a case for the full-page unit. What he wanted to know, and what I want to know today, was this: "Does increasing size of space pay sufficiently to make it worth while to use it?"

I have no quarrel at all with BIG SPLASH. There appears to be plenty of evidence that big-space units—bleed pages and double-page spreads—are doing a fine job for certain advertisers. What I

do quarrel with is the tendency in certain advertising quarters to embrace the big space procedure as an immutable and sacrosanct principle of advertising.

It does not follow, for example, that because huge color "bleeds" are ringing the bell for, say, Pillsbury, the same strategy for somebody's brand of coffee or women's hosiery is indicated. For the sole reason that Coca-Cola makes good use of back covers in, say, the SEP, it does not follow that another soft drink advertiser should dismiss the possibility that 26 black-and-white half-pages might give him greater sales impact. Simply because "bleeds" are in style at present is no reason for assuming, offhand, that results in every case will be commensurate with the extra cost. Yet it's anybody's guess on how many such offhand decisions are made right along.

The truth is, we know little more about this general problem that Dr. Poffenberger did when his book was published

in 1925. ("Psychology in Advertising," A. W. Shaw Co.)

We have known for a long time that, except in unusual situations, keyed returns (coupons, for example) do not increase proportionately with increases in size of space. Experienced mail order advertisers have proved this time and time again. Scott, Starch, Kitson, Strong and other investigators examined this general question a long time ago, and their general conclusions seem to bear out the experience of the mail order advertiser. One scholarly investigator, H. K. Nixon, appears to have found that a full page is worth only 20% more than a half page in attention value, but we must bear in mind that "attention value" does not necessarily mean sales impact.

One thing seems to be clear: Mere bigness of space can never be a satisfactory substitute for sales-producing copy ideas. Dr. Poffenberger, adding up the findings of the early investigators, makes this notable observation: In large-space advertising it is not safe to neglect selling and attention devices any more than it is safe to do so with small-space advertising.

And I sum it up in just about the same way: The dimensions of the unit of space are not nearly so important as the dimensions of the selling IDEA. Thus I arrive again, as I do so often in this column, to what I consider the only right definition of advertising: *Salesmanship in Print*. There will be times, of course, when the very weight of BIG SMASH (for example, Dr. Poffenberger's fifth advantage, "prestige or atmosphere of success") will contribute considerably to salesman-

ship. But BIG SMASH, naked of every factor of salesmanship except dominant size, has little to recommend it.

Every thoughtful leader in our business surely must deplore the slavish servitude to vogues and the "copycatism" in advertising techniques and procedures so commonly seen today. Somebody originates a fat-bellied line as a novel way to underscore a word or two in a headline and—bingo!—everybody copies it.

For some practitioners of our difficult art, it appears to me, the kind of creative thinking that produces *Salesmanship in Print* is hard to come by. It is no great task to follow physical formats and to ape current forms of expression. And it is simple enough to pattern the over-all plan, including the media strategy, after the programs of certain bellwethers. But it is a vastly different matter, as I say, to produce motivating concepts that turn the steps of millions toward the cash register.

Let me say again that I have no quarrel with the BIG SMASH as such. I simply urge that it does not represent an inflexible and immutable advertising principle. May I suggest that you adopt BIG SMASH as your strategy not because, currently, it looks like the popular thing to do, but because you have thought the problem through to what, in your lights, is a sound and solid conclusion.

Then all you can do, at best, is to hope that you have made the wisest of all possible decisions. There is no adman so omniscient that he knows, for sure, that the schedule of space he has chosen is the ONE and ONLY of the several programs he puzzled his wits over.

## Looking at the Retail Ads

By Clyde Bedell

As I write this Easter has come and gone. For months clothing retailers have bemoaned their dull business. "Advertising doesn't pull men in," they say. While I stood at his elbow a clothier sent one of his assistants to shop two of the greatest clothing stores in the world. He came back and reported floors almost empty of salesmen and customers.

And while business is that hard to get, stores run anemic, thin-blooded, wishy-washy advertising like this. One envies the store (which of course may not be true) saying: "The year's at the spring... God's in His heaven—we'll just put a colorless, stuffed-shirt and pompous ad in the paper, and surely He'll send us some business." They must depend on God, for this kind of advertising doesn't really sell, even when business is easy to get. It only blandly announces.

A manufacturer's name is never as good as a manufacturer's name plus well-proved, headline ingredients. "From \$65" is a lazy way to try to sell.

It takes red-blooded brainy advertising to sell uphill. The "it is with pardonable pride" school of advertising has been defunct for a long time. But, like the man whose head remained in place though it was cut off with a razor, a jolt will be required for it to discover the truth.

The only virtue in this ad is the excellent art. (Unfortunately, this had to be cut in order to save space.) The layout suffers from inversion. The sig at the top fails in its job, according to my lessons. The headline is weak. The copy is pitiable. The whole conception is without rationale.


Advertising, as this is written, has to go out and earn the attention and interest of readers. Men are not waiting breathlessly to absorb the lack-lustre words of well-meaning but uninspired merchants. They have to be caught, tapped on the mental or emotional shoulder and engaged in vital, warm, personal talk that is of importance to the reader.

Stores can learn things like this, but when they've been on a 12-year gravy-train ride, they coast and use skim milk advertising.

There's a lot of advertising like this in the U.S. today. It may have been good enough when money was more plentiful than merchandise, and advertising didn't have to sell. But today, factories are glutted with clothes. Men still have suits in their closets from the last scare-buying.

Even good advertising will have a tough time making clothiers happy in the coming months. Pale and diluted solutions of selling, one part in 500, are nothing more than money thrown away. But if your business is rich I suppose it's okay.

Chicago **BASKIN** Evanston




**Hart Schaffner & Marx**  
Suits and Topcoats

Choose from a wide selection  
today... in time for Easter

from **\$65**

It is with pardonable pride that we invite you to see  
our wide selection of Spring clothing—the largest  
stocks of Hart Schaffner & Marx clothes in America.  
For the gray flannel suits, drabbed gray, tan, black  
and marine blue, worsted suits, the galeries,  
cheeks and blotters, go to work. In Tuxedos, too,  
you'll find selection in the wide selection and  
express tailoring for an easy, comfortable fit.

Use Our Deferred Payment Plan, if you wish



Hart Schaffner & Marx Gray Flannel, \$75  
Full American Tuxed Tuxedo, \$65  
Over Hart Schaffner & Marx Suits and Topcoats to \$125

TODAY, 9:30 TO 1:30—EVANSTON; 10:00 TO 9:00

**BASKIN**

State at Adams • Clark at Washington  
Church at Orrington—Evanston

### What's Wrong With This Ad?

Nothing, or much? Make up your mind. Here everything is the result of great care in planning, layout, typography, art. Has the advertiser achieved the perfection he was after? What's your verdict?

**Coming Conventions**

- July 25-26. Western Daily Newspaper Advertising Managers Assn., Jasper Park Lodge, Jasper, Alberta, Can.
- Sept. 7-9. New York State Publishers Assn., annual meeting, Whiteface Inn, Lake Placid.
- Sept. 11-13. Newspaper Advertising Managers Assn. of Eastern Canada, annual convention, Mount Royal Hotel, Montreal, Que.
- Sept. 12-13. Advertising Federation of America, District 7, Thomas Jefferson Hotel, Birmingham, Ala.
- Sept. 22-Oct. 1. Assn. of National Advertisers, fall meeting, Hotel Plaza, New York.
- Oct. 2-4. Advertising Typographers Assn. of America, 26th annual meeting, Grover Park Inn, Asheville, N. C.
- Oct. 3-4. Pennsylvania Newspaper Publishers' Assn., annual convention, Penn Harris Hotel, Harrisburg.
- Oct. 4-7. Mail Advertising Service Assn., International, annual convention, Shoreham Hotel, Washington, D. C.
- Oct. 5-9. Advertising Specialty National Assn., annual convention and specialty fair, Palmer House, Chicago.
- Oct. 8-10. Direct Mail Advertising Assn., 35th annual conference, Shoreham Hotel, Washington, D. C.
- Oct. 12-13. Pacific Council, American Assn. of Advertising Agencies, annual convention, Arrowhead Springs Hotel, San Bernardino, Cal.
- Oct. 13-14. Inland Daily Press Assn., annual meeting, Congress Hotel, Chicago.
- Oct. 13-16. Printing Industry of America, 66th annual convention, Chase Hotel, St. Louis.
- Oct. 19-22. Western Classified Advertising Assn., Mission Inn, Riverside, Cal.
- Oct. 20-21. Agricultural Publishers Assn., annual meeting, Chicago Athletic Club, Chicago.
- Oct. 20-23. Financial Public Relations Assn., annual convention, Hotel del Coronado, Coronado, Cal.
- Nov. 20-22. Southern Newspaper Publishers Assn., annual convention, The Greenbrier, White Sulphur Springs, W. Va.
- Dec. 7-11. Outdoor Advertising Assn. of America, 55th annual convention, Conrad Hilton Hotel, Chicago.
- Dec. 27-29. American Marketing Assn., conference, Palmer House, Chicago.

**Prym Starts Campaign**

William Prym Inc., Dayville, Conn., maker of Nobility rustproof pins, safety pins, snap fasteners, buttons and buckles, has scheduled a fall campaign beginning with a full-page full-color ad in *Seventeen*, followed by large space ads in *Good Housekeeping*, *Ladies' Home Journal*, *McCall's*, *McCall Pattern Book*, *Modern Needlecraft*, *Woman's Day*, *Woman's Home Companion*, *Simplicity Pattern Book*, *Today's Woman* and *Vogue Pattern Book*. Advertising will offer a new booklet, "The Buttons and Buckles with a Thousand Faces," describing dozens of ways to use Prym's buttons and buckles.

**Names Stockton, West**

Stockton, West, Burkhart, Cincinnati and New York agency, has been named to handle public relations advertising for Cincinnati & Suburban Bell Telephone Co., and its subsidiary, Citizens Telephone Co.

**Fisher Appoints Miller**

P. Schuler Miller has been named a technical and publicity writer of the advertising and public relations department of Fisher Scientific Co., Pittsburgh. Formerly, he was in charge of the radio and television department of Schenectady public schools, where he supervised the piping into the classrooms of education TV and radio for classroom discussion. Mr. Miller is widely known as a writer of science fiction and is book review editor of *Astounding Science Fiction*.

**Appoint Harris & Bond**

Harris & Bond, Chicago agency, has been named to handle advertising, sales promotion and marketing for Lake Chemical Co. and Markal Co., Chicago makers of Paintstiks, Pipette joint compounds, pipe repair materials and soldering fluxes.

**Appoints Eschen & Roe**

Eschen & Roe Co., Los Angeles, has been named western representative for *Production Equipment* and for *Coin Machine Journal*, both published in Chicago.

**How's your sales picture?**

ALKA-SELTZER is looked at, and heard about, 2,154,400 times a week\* in New York area homes.

\*New York ARB, June '52

WCBS-TV most of the time most New York eyes are on Channel 2



here today and  
here tomorrow  
that young woman  
in her teens



**Big Buyer in her own right!**

Earnings and allowances give these girls \$3,700,000,000 a year to spend as they wish fancy free.



**Getting gifts galore!**

For birthdays, graduation, Christmas, hope chest. Gifts she nearly always selects herself.



**Coaching Mother, Prompting Dad!**

She's a power behind the throne in every field of family buying. She can pick a product, switch a brand.



Here comes the bride! More girls wed at 18 than at any other age. Is your product on their shopping lists for life?



There's one best way of reaching the 7,500,000 young women in their teens

**seventeen sells!**

New York: B. K. Gifford, Editor; Hollywood: Alvin...

**8x10 GENUINE GLOSSY PHOTOS**  
in Quantities  
**SELL BETTER!**

FOR ALL PURPOSES  
Sharp, clear, crisp! Prompt Delivery!

COST CHART	
1000	\$63.00
100	8.50
50	5.00
25	3.50
12	2.40
6	1.92

**PHOTOMATIC CO.**  
52-59 E. Illinois St., Chicago 11, Illinois  
Phone, WHitchall 4-2930







**LIFE**  
INTERNATIONAL

SPANISH AND ENGLISH EDITIONS

## LIFE in Spanish will speak their language

Next January a new edition of LIFE in Spanish will talk to, and be talked about by these Cuban society girls.

The first top-quality, picture magazine edited in the U. S. and published in Spanish, it will be read by the wives as well as by the men of influence throughout Spanish-speaking Latin America.

While resembling LIFE's world-wide, English-language edition, the new magazine will be more than just a literal translation. Completely edited in Spanish it will depict democracy's progress and products in arresting pictures.

LIFE INTERNATIONAL's new edition will be an ambassador of good will and a prestige showcase for advertising from Mexico City to Santiago.

If you would like further facts about the Spanish and English-language editions of LIFE INTERNATIONAL please write us at Time-Life Bldg., 9 Rockefeller Plaza, N. Y.

**Only LIFE INTERNATIONAL has such picture impact**



	Pages		Jan.-June		June		Lines	
	June 1951	June 1952	1951	1952	1951	1952	Jan.-June 1951	Jan.-June 1952
Revue Populaire .....	32.5	33.4	169.6	199.1	22,778	23,377	118,602	135,398
Samedi .....	35.9	36.1	171.3	215.8	25,160	25,257	119,888	150,881
Saturday Night .....	87.7	83.7	506.4	518.4	59,651	56,883	344,341	352,525
†Time-Canadian .....	172.0	147.8	852.0	837.2	72,240	62,090	357,840	331,610
<b>Total Group</b> .....	<b>796.7</b>	<b>769.8</b>	<b>4,178.2</b>	<b>4,265.3</b>	<b>418,166</b>	<b>372,894</b>	<b>2,193,473</b>	<b>2,304,124</b>

†Five issues in June 1952; four issues in June 1951.

Foreign	Pages		Jan.-June		June		Lines	
	June 1951	June 1952	1951	1952	1951	1952	Jan.-June 1951	Jan.-June 1952
†Life International .....	84.5	48.8	329.5	249.9	57,460	31,110	224,145	169,130
†Newsweek-European .....	42.8	48.3	206.4	198.8	17,990	20,300	86,710	82,510
†Newsweek-Pacific .....	103.5	85.0	539.2	438.6	43,450	35,700	226,500	184,200
Reader's Digest:								
Argentina .....	40.0	77.0	274.5	445.0	7,280	14,014	49,959	80,990
Australian .....	50.0	37.0	312.0	193.0	9,100	6,734	35,126	26,784
British .....	57.5	39.0	342.5	210.5	10,695	7,254	63,705	38,275
Caribbean .....	96.0	88.0	468.0	404.5	17,472	16,016	85,176	73,619
Danish .....	27.5	18.5	172.0	95.0	4,675	3,145	29,240	16,150
Finnish .....	4.0	5.0	35.0	34.0	744	930	6,528	6,124
French (Belgium) .....	56.0	52.0	340.0	304.0	9,800	9,100	59,500	53,200
French (Intercontinental) .....	40.0	41.0	253.0	197.0	7,000	7,175	44,275	34,475
French (Paris) .....	83.0	81.0	467.0	389.0	14,525	14,175	81,625	68,075
French (Provincial) .....	79.0	81.0	457.0	381.0	12,825	14,175	79,005	66,675
French (Swiss) .....	27.0	29.0	175.0	161.0	4,725	5,075	30,625	28,175
German (Germany) .....	52.0	25.0	304.0	164.0	9,464	4,550	55,328	29,843
German (Swiss) .....	29.0	30.0	152.0	163.0	4,278	5,460	26,664	29,666

	Pages		Jan.-June		June		Lines	
	June 1951	June 1952	1951	1952	1951	1952	Jan.-June 1951	Jan.-June 1952
Italian .....	48.5	48.0	235.5	210.5	8,332	8,256	40,496	36,106
Japanese .....	35.0	31.5	193.5	94.0	5,880	5,292	32,508	15,792
Japanese Tropics .....	26.0	25.0	136.0	121.0	4,732	4,550	24,752	22,022
†Latin American (English) .....	10.0	7.0	61.0	15.0	1,230	861	7,503	1,845
Mexico .....	78.0	73.0	423.0	365.0	14,136	13,286	77,077	66,430
New Zealand .....	30.0	18.0	154.0	94.0	5,460	3,276	28,028	17,028
Norwegian .....	14.0	15.0	96.0	91.5	2,380	2,550	16,320	15,555
Portuguese .....	95.5	85.0	470.0	448.5	16,702	14,875	82,239	78,483
South African .....	68.0	48.0	339.0	270.0	12,172	8,592	60,781	47,430
Southern Hemisphere .....	59.5	56.0	289.0	257.0	10,829	10,192	52,598	47,494
Swedish .....	37.0	36.0	224.5	189.0	6,882	6,676	46,302	38,631
†Time-Atlantic .....	97.9	69.7	439.1	316.3	41,125	29,260	184,485	132,790
†Time-Latin American .....	103.3	87.5	555.9	479.2	43,400	36,750	233,520	201,320
†Time-Pacific .....	65.7	48.3	321.8	238.8	27,180	19,040	135,100	100,250
Vision .....	39.7	21.8	232.3	108.8	16,560	9,170	97,380	45,710
<b>Total Group</b> .....	<b>1,665.9</b>	<b>1,357.4</b>	<b>8,936.7</b>	<b>7,311.9</b>	<b>447,713</b>	<b>366,678</b>	<b>2,317,355</b>	<b>1,858,280</b>

†Three issues in June 1952; two issues in June 1951. †Five issues in June 1952; four issues in June 1951. ‡Not included in totals. §Started accepting advertising in May 1951.

NOTE: All sectional advertising of Everywoman's, Family Circle, Woman's Day, Farm & Ranch—Southern Agriculturist and Progressive Farmer is reduced by application of a ratio figure to each advertisement; this ratio is the circulation of the particular edition carrying the advertisement to the total circulation of the magazine. For example, if a page advertisement appears in an edition representing 15% of the total circulation of the magazine, it is counted in the totals as .15 pages.

**We do only one thing—  
ARTWORK**  
*...and we do it well better!*

Port Studios • BE 7-3841

**THEODORE REGENSTEINER**  
CHICAGO, July 16—Theodore Regensteiner, 84, founder and board chairman of the Regensteiner Corp., color printer, died yesterday after a brief illness.  
Mr. Regensteiner was born in Munich, Germany, but lived in

Chicago for 70 years. He became interested in color printing in 1893 after seeing some experimental examples at the Chicago World's Fair that year. Shortly thereafter he and several associates founded the Photo Color-type Co. and later the American 3 Color Co.

In 1902, American 3 Color merged with two other printing houses to form American Color-type Co., with which Mr. Regensteiner was associated until he established the Regensteiner Corp. in 1905. He was president of this company from 1905 until 1946

when he became board chairman. His autobiography, "My First 75 Years," was published nine years ago.  
**ARNOLD W. LENZ**  
DETROIT, July 15—Arnold W. Lenz, 64, v.p. and general manager of the Pontiac division, General Motors Corp., and his wife died July 13 in an automobile accident near Lapeer, Mich.  
Born in Germany, Mr. Lenz came to the United States in 1906 and joined the Buick Motor Co. in 1916 as a foundry instructor. He was named general manager of the Pontiac division in 1950.  
A former v.p. of the Society of Automotive Engineers, Mr. Lenz was also chairman and president of the board of regents of the General Motors Institute at Flint, Mich., for 10 years.

**ANDREW A. UNDERWOOD**  
NEW YORK, July 15—Andrew A. Underwood, 61, v.p. and manager of the New York office of America's Textile Reporter, died suddenly July 8.  
Born and educated in Worcester, Mass., Mr. Underwood was sales manager of the Mossberg Pressed Steel Co., Attleboro, Mass., before joining the Reporter in 1929.

**D. J. WILLOUGHBY**  
BUFFALO, N. Y., July 15—David J. Willoughby, 67, former v.p. in charge of sales of the old Pierce-Arrow Motor Car Co., died July 13 after an illness of several months. He retired several years ago.  
Mr. Willoughby was rated as one of the leading sales executives in the automotive industry in the period from 1914 to 1933. He came to Buffalo from Detroit in 1929 after serving the Studebaker Corp. as traveling representative, branch manager at South Bend, manager of branches, and manager of the Boston branch.

**PAUL R. BAUSMAN**  
WASHINGTON, IND., July 16—Paul R. Bausman, 59, publisher of the Washington Herald and principal stockholder in Station WFML, died yesterday. Mr. Bausman, formerly owner of the Herald, Monticello, Ill., became publisher of the Washington paper in 1931.

**DR. AUGUSTIN FRIGON**  
MONTREAL, July 15—Dr. Augustin Frigon, 64, director of planning and research for the Canadian Broadcasting Corp., died suddenly on July 9 at Sixteen Islands Lake, Laurentian Mountain resort near Montreal. Dr. Frigon, former general manager of the CBC, was appointed to his new position this year.  
Dr. Frigon was dean of the Ecole Polytechnique from 1923-35 and was a member of the royal commission on radio broadcasting in 1928-29. After acting as chairman of the Quebec Electricity Commission, he joined the CBC at its inception in 1936. He was appointed general manager in 1944.

**reach the  
most important  
—and start  
a chain reaction  
of sales**

TIME International readers—1,500,000 of them—are important customers everywhere. And each of them holds influence over many, many others.

In Latin America, for example, 99% of TIME's subscribers are in important business positions, members of professions, or hold government posts. It follows that countless thousands do what they do—say what they say—buy what they buy!

# TIME International

The Important Magazine Everywhere

ADVERTISING OFFICES: London • Montreal • New York • Paris  
Tokyo • Toronto • Zurich • Atlanta • Boston • Chicago • Cleveland  
Detroit • Philadelphia • St. Louis • San Francisco

Latin American Edition • Pacific Edition  
Atlantic Edition • Canadian Edition





SUN DEVILS SIGNING—A. M. Blakely (left) looks pretty pleased as he signs for Blakely's Service Stations, Arizona chain, to sponsor broadcasts of Arizona State College's Sun Devils football games over a five-station state network. Equally pleased about the deal are John Hagg, president of KOY, Phoenix; Dr. D. R. Van Patten, athletic director of Arizona State, and Ed de Forest, sportscaster.

### New Cough Syrup That 'Medi-trates' Introduced by Vick

NEW YORK, July 17—Vick Chemical Co. will use radio and TV spots and drug trade publications to promote a new cough syrup which "medicates as it penetrates into areas ordinary cough remedies cannot reach."

The "Medi-trating" cough syrup, said to contain cetamium, an exclusive penetrating agent, went national yesterday following successful completion of 28-week drug store sales audits in a 13-state introductory area.

Kirby Peake, president of Vick Products division, said the audits showed consumer sales to be 39% greater than the nearest of the four leading nationally advertised competitive brands.

The advertising, handled by Batten, Barton, Durstine & Osborn, will include one-minute radio

commercials in major and secondary markets this fall and TV spots in more than 20 markets. Two-color pages and other insertions will appear in "all leading drug publications."

### WLAW Appoints Beeuwkes

Lambert B. Beeuwkes has been appointed general manager of WLAW, Boston 50,000-watt ABC affiliate.

### Offers European Films for TV

Herbert I. Spitzer & Associates, 9 W. Illinois St., Chicago, has available for TV sponsorship over 50 full-length pictures from European studios, as well as a large block of shorts. All films are now in the process of re-recording to English "lip-sync" (for the features) and "voice-over sound" tracks. Work also is in progress on 13 stop-action puppet half-hour shows of fairy tales.

### Wanted — Business Paper Editor

A well-established business publishing house in Chicago has an opening for an experienced editor. He should be a good writer, and have some knowledge of layout, production methods, etc. The salary is open, but we expect to pay for demonstrated ability and successful experience. Send complete resume with recent snapshot, and indicate previous level of earnings.

Address Box 214, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

### Missouri Lutherans Plan Nationwide Television Show

ST. LOUIS, July 17—The Lutheran television productions committee of the Lutheran Church-Missouri Synod today announced it will launch its nationwide television show "This Is the Life" beginning the week of Oct. 5.

The announcement, made by L. C. Wuerffel, dean of Concordia Seminary and chairman of the committee, points out that the Missouri Synod has contracted for 26 half-hour films that are being produced in Hollywood. The television productions committee's executive secretary, Melvin Schlake, also announced that the committee has retained Westheimer & Block, St. Louis, and its New York TV and radio office, to advise the

Missouri Synod in television matters.

"Our film 'This Is the Life' is a family type film based on incidents of today. It is a modernization of the 'I Remember Mama' pattern," Mr. Schlake said. "The entire series is built around the life of the Fishers, an average American family, and dramatizes the decent Christian answer to such day-to-day problems as parental responsibility, honesty, divorce, etc."

### Gingrich Rejoins 'Esquire'

Arnold Gingrich, founding editor of Esquire, will rejoin the magazine on Aug. 1 as assistant publisher. Mr. Gingrich was associated with Esquire from 1933 to 1949, at which time he retired to live in Switzerland. In the newly created post, Mr. Gingrich will assist David A. Smart, publisher, in the over-all publishing of the magazine.

Home of  
**BUICK**

Home of  
**CHEVROLET**

Home of  
**AC SPARK PLUG**

Home of  
**FISHER BODY**

Home of 77 other  
manufacturing  
plants

and Flint is the home of 105,900 prosperous workers!



The Flint metropolitan trading area is a rich market where one newspaper offers complete, efficient coverage

Flint is the chief automotive production center of the General Motors Corporation . . . its people enjoy a standard of living 'way above the national average. Rated on an "ability to buy" basis, Flint families bring a gleam to the eye of every sales executive.

Reaching Flint families is easy . . . with one newspaper. The Flint Journal places your selling message in over 99% of the homes in this area . . . covering one of Michigan's richest markets efficiently, economically and effectively.

For new market folder, call—

A. H. Koch,  
110 E. 42nd Street  
New York 17, New York  
Murray Hill 6-7232

The John E. Lutz Co.,  
435 N. Michigan Avenue  
Chicago 11, Illinois  
Superior 7-4680

## THE FLINT JOURNAL

one of 8 Booth Michigan newspapers

## CHARLESTON

S.C.\*

\*SURPLUS CASH!

LEADS SOUTH CAROLINA IN SURPLUS EFFECTIVE BUYING INCOME OVER TOTAL RETAIL SALES!

MEMO TO MEDIA:  
Check Charleston's Extra "Buy Ability"



REPRESENTED BY  
THE JOHN BUDD CO.

CHARLESTON AREA'S ONLY COMPLETE COVERAGE

Charleston has extra money to spend—\$89,317,000 after all retail sales—and extra people, with the highest per capita income in the State, add to this fastest growing county in South Carolina.

## "FOR HALF THE COST... three times the Profit!"

This little story has to do with a classified advertiser who used the same copy in two advertising papers—4" in ADVERTISING AGE, 5" in the other. Result: ADVERTISING AGE produced 32 sales against 18 produced by the other paper.

In recapitulation, the advertiser reported: "Thus, for about half the cost, ADVERTISING AGE produced nearly twice the volume of business, and over three times the gross profit."

Yes, it does pay to use classified—if you use it in ADVERTISING AGE's "Advertising Market Place" where the eager readers look for men and materials, ideas, services and equipment.

## Information for Advertisers

No. 4389. *Radical Improvements in Movie Screens Announced.*

"The All-New, Sensational Radiant 'Classroom' Screen," is a new brochure offered by Radiant Mfg. Corp., describing its radically new line of portable movie screens for conference room and sales purposes. Main feature is the fact that a room need not be darkened, thus permitting use of supplemental visual material, note-taking, normal instructor-class contact, and complete audience control. Screens can be set up on table or desk top, if desired, without use of tripod.

No. 4393. *Outlook in Hotel Market.* Ahrens Publishing Co. offers "Manufacturer's Service and Research Report No. 0527" on the subject of what's ahead for hotel modernization, purchases, improvements and replacements. With the exception of foods and food service equipment, the study covers nearly everything that goes into a hotel, from paint to air conditioning.

No. 4394. *The Medical Market in Industrial Medical Departments.*

"Summary of a Survey to Determine the Potential Market" is a new study offered by Industrial Medicine & Surgery analyzing the market among industrial plant medical departments and plant hospitals for medicines, hospital and surgical supplies and equipment, safety equipment, etc.

No. 4396. *Radio Data for Youngstown.*

"In the 30th Market" is a new data brochure offered by Station WKBN, giving comparative facts about listening audiences and Hooperatings in the Youngstown, Ohio, market. Quick facts on population, retail sales, effective buying income, etc., round out the picture.

Note: Requests for the items listed above will not be serviced beyond Sept. 1.

### USE COUPON TO OBTAIN INFORMATION

Readers Service Dept., ADVERTISING AGE  
200 E. Illinois St., Chicago 11, Ill.

Please send me the following (insert number of each item wanted—please print or type)

NAME ..... TITLE .....  
COMPANY .....  
ADDRESS .....  
CITY & ZONE ..... STATE .....

## THE ADVERTISING MARKET PLACE

Rates: \$1.00 per line, minimum charge \$4.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Deadline Wednesday noon 12 days preceding publication date. Display classified takes card rate of \$12.75 per column inch. Regular card discounts, size and frequency, apply on display.

### HELP WANTED

**PUBLICITY WRITER (25-40)** with experience for national trade association in the building industry with offices in Chicago. Salary: \$6500. Apply  
Box 5187, ADVERTISING AGE,  
200 E. Illinois St., Chicago 11, Ill.

For positions in **ADVERTISING, PUBLISHING, SALES PROMOTION.**  
30 W. Washington - Chicago 2, Ill.

**ASSISTANT ADVERTISING MANAGER** Chicago manufacturer of nationally advertised product offers an exceptional opportunity for a young college graduate with some agency experience. The man we have in mind must know agency contacts and have a working knowledge of copy, layout, and production work, plus the various media for obtaining the maximum results. This position also involves close contact with our dealers and distributors; therefore, temperament and personality are of extreme importance. Starting remuneration \$4500 per annum. When replying, please give a full resume of background, education, etc.  
Box 5184, ADVERTISING AGE,  
200 E. Illinois St., Chicago 11, Ill.

**ADVERTISING & PUBLISHING FOR ALL TYPES OF POSITIONS**  
**GEORGE WILLIAMS-PLACEMENTS**  
202 S. State St., Rm 7-2063 Chicago

**INDUSTRIOUS AND INTELLIGENT** assistant to work in sales promotion, advertising departments nationally known paper products manufacturer. Must be good letter writer. Write full details about experience, salary desired, references.  
Box 5178, ADVERTISING AGE,  
801 Second Ave., New York 17, N. Y.

**ART DIRECTOR** is offered exceptional opportunity in 20 year established and growing Texas adv. agency. He must make layouts that sing for periodical, newspaper and outdoor media... he will have a large amount of personal freedom and is expected to run his department and work closely with account executives at all stages of creative planning. This requires a thoroughly experienced visualizer and our man must have several years experience with top agency or studio. Our policy is to use studios for most finished work. The man chosen will have an important and interesting job. Write air special giving all details of art experience and personal history and submit samples. President, Evans & Associates, 9th floor, Dan Waggoner Bldg., Fort Worth 2, Texas.

**ADVERTISING SALESMAN** for trade journal representing Plumbing and Heating Industry. Magazine is mailed weekly, controlled circulation. Work involves soliciting advertising from manufacturers in the industry. The NEWS, 185 Devonshire St., Boston 10, Mass.

**ADVERTISING OPPORTUNITIES:** Let our reporting service give you detailed information on select job openings as advertised in newspapers & magazines from coast to coast. Reports air mailed weekly. Confidential. Write today for low subscription rates and free sample copy of Section A. Huttig's Reports, 4410 W. 70 Terr., Prairie Village, Kans.

### SALES MANAGER AVAILABLE

SALES KNOW HOW AND KNOW WHO desired challenge. Experienced in automotive components, toys, housewares, government sales. Now directing sales non-food items through super markets, syndicate chains, drug chains, jobbers, department stores through manufacturers rep. and specialty brokers. Proven record of results.  
BOX 206, ADVERTISING AGE,  
200 E. ILLINOIS ST., CHICAGO 11, ILL.

### TECH-INDUS. COPY

Top-Notch Engineer-Writer—Free-Lance. Technical Articles, Editorials, Manuals, Booklets, Presentations, etc. Production also handled.  
Box 179, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

## ADVERTISING MANAGER

Large Pacific Coast corporation selling well-established line through grocery channels desires to fill newly created position of advertising manager. The successful candidate will probably be between the ages of 25 and 40, have a broad and sound background of advertising experience, possess a flair for merchandising and a talent for interpreting his management's thinking to the agency and vice versa. He will probably also have been dreaming—on his own time, of course—of this job for a long time. Headquarters will be located at San Francisco. Write full and complete particulars accompanied by photograph (snapshot will do). Interviews will be arranged with qualified applicants. Complete confidence respected. **WRITE BOX 198.**  
ADVERTISING AGE  
200 E. Illinois St. Chicago 11, Illinois

## INJECTION MOLDED PLASTIC SIGNS

High relief counter, cash register, back-bar, signs of OKC's injection molded polystyrene gives you sharpest detail combined with greatest durability and economy. Use our complete design and model making service.



Old King Cole Displays

CANTON, OHIO

## IF YOU KNOW SALES TRAINING...

A leading Cleveland Advertising Agency seeks a mature man with practical experience in Sales Training Procedure.

He must be able to contact and analyze company salesmen, retailers, distributors and understand field sales work.

He must be able to prepare reports, analysis and sales training material clearly and concisely.

Sales management and marketing experience is highly desirable.

This Agency's Sales Training Department is expanding rapidly and now has more business than it can handle, with new clients waiting for its services.

Please give your experience in detail.

Write Box 208, Advertising Age  
200 E. Illinois St. Chicago 11, Ill.

## SLIDE FILM WRITER

Large Detroit sound slide film producer noted for quality work and stable organization offers good salary and secure future to experienced sales training script writer. No traveling. Year-round programs. Room to grow. Describe past jobs, types of films written, age, salary expected, etc.

Box 207, Advertising Age  
200 E. Illinois St.  
Chicago 11, Ill.

## Opportunity for SALES PROMOTION MANAGER

... a splendid chance for a young man with ability and initiative to build for the future.

This position is with one of New England's oldest and most highly-regarded manufacturers... a recently reorganized company with very progressive plans.

The man to be selected should be between 25 and 35 years of age with experience in industrial sales promotion or advertising. A knowledge of the transportation fields would be desirable. Replies should cover all pertinent details concerning education, experience and salary requirements.

BOX 206, ADVERTISING AGE  
200 E. ILLINOIS ST.  
CHICAGO 11, ILL.

## Space Salesman Wanted

Publisher of two trade magazines needs space salesman to travel out of home office in Chicago. A good opportunity for a salesman who can produce. Salary and expenses. Commission after volume of sales reach a certain point. Magazines well established and now carry substantial volume of advertising. Salary \$5200. Phone Palisade 5-1400 or write to J. B. Hardison, 4006 Milwaukee Avenue, Chicago, Illinois.

**SALES PROMOTION EXECUTIVE  
SEEKS CHALLENGING OPPORTUNITY**  
Top-Flight Organizer,  
Administrator AND Producer  
Creative Merchandiser, 14 years agency, manufacturing background. Consumer and Industrial. Market, product analysis. Adv. campaigns. Dealer, jobber promo. Age 38.  
Box 194, ADVERTISING AGE,  
200 E. Illinois St., Chicago 11, Ill.

**YOUR CLASSIFIED  
ADVERTISEMENT WILL  
GET RESULTS HERE**



**SPACE-SAVER**—Effective space-saving point of sale display in green and black on white board is being used by E. F. Britten Co. for its Trim Master Jr. It was made by Gibraltar Corrugated Paper Co., North Bergen, N. J.

**Harnischfeger Boosts Pratte**

Bernard Pratte has been promoted to general sales manager of Harnischfeger Corp., Milwaukee. He will supervise all domestic divisions in Milwaukee, except welding products. He also will head domestic branch office operations except those of the company's Pacific division. He has been sales manager of the Pittsburgh district office since 1946.

**Lindsay Joins Justwriter**

Henry J. Lindsay, formerly with Kamb, Meteyer & Lindsay, Rochester agency, has been named manager of the Justwriter division of Commercial Controls Corp., Rochester. He will have charge of sales promotion of a new composing machine.

**WCKY Appoints Douglas**

Charles Douglas has joined the staff of WCKY, Cincinnati, as an account executive.

**Department Store Sales...**

**Stores Go 9 Weeks Without a Loss**

WASHINGTON, July 15—Sales in the nation's department stores were up 4% in the week ended July 5, making it the ninth straight week in which the 1951 dollar volume was either bettered or equaled.

The report from the Federal Reserve Board shows only the New York and Minneapolis districts suffering sales declines from last year's first July week.

Augusta, Ga., once again led the way with a 45% sales jump over the same week last year. Other big gains were 29% in Wichita, 26% in Columbus, O., and Tulsa, and 21% in Dallas and Houston.

DEPARTMENT STORE SALES INDEX	
1947-49 equals 100	
Week to July 5, '52*....	p79
Week to July 7, '51*.....	76
Week to June 28, '52*.....	90
Week to June 30, '51*.....	89
Week to June 21, '52*.....	98
Week to June 23, '51*.....	92

\*Not adjusted seasonally.  
pPreliminary.

Federal Reserve District and City	% Change from '51		
	Week Ended June	June	July
UNITED STATES	17	1	4
Boston District	8	-1	6
New Haven	9	-4	-7
Boston	9	0	9
Lowell-Lawrence	19	0	10
Springfield	11	-1	8
Providence	6	-2	3
New York District	-10	-14	-4
Newark	3	13	15
Buffalo	2	14	-4
New York	-15	-18	-10
Rochester	5	-3	6
Syracuse	6	11	-18
Philadelphia District	6	3	7
Philadelphia	4	-1	8
Cleveland District	9	3	9
Akron	20	10	7
Cincinnati	21	10	10
Cleveland	8	-4	11
Columbus	10	15	26
Toledo	5	-4	6
Erie	6	10	2
Pittsburgh	5	2	4
Richmond District	11	-3	8
Washington	11	-3	8
Baltimore	13	-5	-1
Atlanta District	14	16	6
Birmingham	20	7	-6
Jacksonville	30	26	9
Miami	17	16	17
Atlanta	21	21	-11
Augusta	150	144	45
New Orleans	27	15	18
Nashville	47	15	-3
Chicago District	4	-1	1
Chicago	4	-1	0
Indianapolis	6	6	-9
Detroit	1	-5	2
Milwaukee	7	1	1
St. Louis District	19	14	6
Little Rock	17	15	7
Louisville	22	19	14
St. Louis Area	17	14	2
Memphis	22	10	6
Minneapolis District	-1	6	-3
Minneapolis	-7	4	-5
St. Paul	13	11	2
Duluth-Superior	-1	-3	-10
Kansas City District	11	11	12
Denver	5	0	2
Wichita	6	6	29
Kansas City	17	1	14
St. Joseph	9	-5	4
Oklahoma City	12	7	14
Tulsa	25	15	26
Dallas District	19	14	16
Dallas	14	14	21
El Paso	11	8	9
Fort Worth	14	3	11
Houston	13	19	21
San Antonio	39	22	-8
San Francisco District	16	14	5
Los Angeles Area	9	1	4
Downtown	1	1	4
Los Angeles	-3	-8	9

Westside	9	7	4
Los Angeles	9	9	4
Oakland	7	5	4
San Diego	2	3	0
Portland	21	11	1
Salt Lake City	12	3	9
Seattle	6	8	6
Spokane	3	-1	9

Revised.

**Duram Named Media Director**

George T. Duram, formerly with C. E. Hooper as account executive and prior to that with Lever Bros. Co. as media director, has been named media director of Geyer, Newell & Ganger, New York.

**Kawneer Promotes Twomey**

Michael Twomey Jr., who has been with the sales and promotional departments, has been promoted to manager of the news bureau for Kawneer Co., Niles, Mich., maker of fronts, doors and architectural metalwork. The newly created department will distribute news about the company, its personnel and products.

**Lehigh Appoints Agency**

Lehigh Chemical Products Co., Chestertown, Md., has appointed VanSant, Dugdale & Co., Baltimore, to handle advertising of the new liquid detergent for dishwashing, Hi-suds.

**Agency Changes Name**

Michener & Holland, Philadelphia agency, has changed its name to Michener Co., following incorporation on July 1.

**SIMPSON-REILLY, LTD.**  
Publishers Representatives  
SINCE 1928  
LOS ANGELES HALLIBURTON BLDG.  
SAN FRANCISCO CENTRAL TOWER

Now MORE THAN  
**113,000**  
FAMILIES  
C & RTZ

**LUBBOCK TEXAS**  
**Avalanche-Journal**  
ABC CIRCULATION OVER 46,000  
Natl. Rep. TEXAS DAILY PRESS LEAGUE, INC.



**"Should I chop a hole in the ceiling, boss?"**

WAVE's national radio sales in the first five months of 1952 are up 41.68% over 1951—and 1951 itself was an excellent year for WAVE radio!

It's cause and effect, gentlemen. WAVE radio delivers an extremely high percentage of the 698,148 radio sets within 60 miles of Louisville—can deliver 1,000 impressions for only 37¢!

Get all the facts from Free & Peters!

**WAVE**  
**LOUISVILLE**

5000 WATTS • NBC •



Free & Peters, Inc., Exclusive National Representatives



Ad. Beyer SAYS...

**ROCKFORD**

(at the Top in Illinois)

**Best Test City in the Mid-West**

Population 126,876 A.B.C. City Zone

ROCKFORD MORNING STAR  
Rockford Register-Republic

SPONSORED NATIONAL BY BUREAU OF ADVERTISING, INC.

## Fair Traders Are Dazed by Truman OK of New Bill

(Continued from Page 1)

heard. The return of effective fair trade signals the restoration of fair competition. The battle of brands will continue at a greater tempo but it will be fair competition, not the competition of the jungle."

Among the companies which batted out a paean in praise of the new legislation were Westinghouse, General Electric, Casco Products Corp., Simmons Co. and Emerson Radio & Phonograph.

■ Emanuel Katz, president of Doe-skin Products Inc., which has been having a tissue tussle with Kleenex (AA, July 14), said, "a new era of security and a guarantee of fair profit is assured with the signing of the fair trade law."

Harry P. Herrfeldt, v.p. of Park & Tilford Distillers Corp., hailed the law as a "measure that will protect the long-term interests of the consumer as much as it does the retailer's."

Discount houses here are in a state of wonderment. When asked about their future, some said, "Oh, I don't know. I just worry about selling." Most were sitting tight waiting to see which manufacturers would come out with new price fixing agreements.

■ Legal minds here feel that existing fair trade contracts are now invalid and new ones are in order. Unsigned retailers can probably dispose of their merchandise at any price till their stock is cleared out, they say.

Some discount sellers expect that they will have to go into non-fair trade items and private brands if manufacturers do a sincere job of enforcement.

One discount house for utility appliances ran a classified ad this week in the *New York Post* offering Thor washers listed at \$224.95 for \$154.50.

"By our own choice, we are not an authorized dealer and therefore are not bound by the manufacturer's price," the ad said.

■ In the very next column was an ad by E. B. Latham & Co., authorized New York distributor, which said, "Your Thor guarantee is ONLY good when you buy from an authorized Thor dealer."

The *Wall Street Journal* took a savage swipe at fair trade in an editorial headed "Tyranny of a Label." Disputing that fair trade is really fair, the *Journal* asked: "But should the general public have to pay extra to keep anybody in business?"

"As we see it, this law is a wonderful gimmick for the manufacturer of brand-name goods and nobody else." The newspaper noted that the administration enforces anti-trust laws on one hand and sets up fair trade laws to "hike the public's living costs."

"This law is simply legislation to comfort a small group," the editorial charged, "and we suspect it doesn't help the little retailer nearly as much as the lobbyists told everyone. At least we didn't hear of any small business men jumping out of windows during the 14 months this price-fixing was outlawed..."

■ The Goliath responsible for last year's local price war issued a statement saying: "Macy's has consistently opposed this type of legislation since it prevents retailers from selling their goods at the lowest possible price to the consumer."

"Macy's, of course, will comply

## Department Store Operating Trends: 1939-1951

From "Operating Results of Department and Specialty Stores, 1951"

by Prof. Malcolm P. McNair, Harvard Business School

Items	1939	1944	1945	1946	1947	1948	1949	1950	1951
Number of Reporting Firms	428	372	398	399	383	351	354	349	349
<b>SALES TREND</b>									
Year-to-Year Change Index, 1939 = 100	105.4 100.0	112.3 103.4	111.5 104.4	125.4 126.3	105.9 271.5	105.2 285.6	95.3 272.2	106.4 289.6	101.7 294.5
<b>TRANSACTION DATA (Owned Depts.)</b>									
Average Gross Sale (\$)	2.28	3.02	3.30	3.89	4.30	4.56	4.35	4.64	4.70
Year-to-Year Change in Number of Transactions	103.25	106.3	104.7	106.9	97.3	100.6	100.9	100.1	96.7
<b>MARGIN, EXPENSE, AND PROFIT, % of Net Sales in Owned Departments</b>									
Gross Margin	36.9	37.9	37.6	35.9	35.4	35.6	35.2	36.5	35.3
Payroll	17.8	15.0	15.4	15.9	16.85	17.3	17.9	17.6	17.95
Real Estate Costs	4.35	2.6	2.5	2.15	2.2	2.35	2.65	2.55	2.85
Advertising	3.6	2.2	2.2	2.25	2.45	2.6	2.65	2.65	2.85
All Other Expense	9.65	7.6	7.75	7.8	8.6	8.85	9.3	9.3	9.75
Total Expense	35.4	27.4	27.85	28.1	30.1	31.1	32.5	32.1	33.2
Net Operating Profit	1.5	10.5	9.75	7.8	5.3	4.5	2.7	4.4	2.1
Net Other Income	2.5	1.8	1.75	1.8	2.0	2.2	2.3	2.55	2.6
Net Gain before Federal Taxes (a)	4.0	12.3	11.5	9.6	7.3	6.7	5.0	6.95	4.7
Federal Taxes (a)	0.65	8.7	7.9	3.7	2.75	2.5	1.85	3.1	4.4
Net Gain after Federal Taxes (a)	3.35	3.6	3.6	5.9	4.55	4.2	3.15	3.85	2.3
<b>OTHER OPERATING DATA, % of Net Sales in Owned Departments (except where noted)</b>									
Number of Stock Turns (b)	4.3	4.95	5.4	5.25	4.85	4.6	4.4	4.3	3.95
Returns and Allowances	11.4	7.0	7.5	8.7	9.45	10.1	10.2	10.2	10.4
Derived Cumulative Markon (c)	36.8	38.75	38.6	37.85	38.2	38.2	38.2	38.8	38.4
Cash Discounts (d)	3.2	2.95	2.95	2.95	2.7	2.85	2.8	2.7	2.65
Markdowns	5.4	3.5	3.85	4.8	5.65	5.45	6.0	5.1	5.85
Total Retail Reductions	7.1	5.3	5.6	6.85	7.9	7.75	8.2	7.1	8.2
<b>% SALES BY TERMS OF SALE</b>									
Cash	34.9	54.0	54.1	46.7	41.9	40.6	39.5	37.5	37.5
C.O.D. and Layaway	7.8	6.7	6.8	7.7	8.0	6.7	6.5	6.0	6.0
Regular Charge	49.4	36.1	35.7	41.4	43.5	44.8	46.0	46.5	47.0
Installment	7.9	3.2	3.4	4.2	6.6†	7.9†	8.0†	10.0†	9.5†

† Including other term accounts.

(a) Federal taxes on income and excess profits. The common figures for taxes and net gain after taxes were partially estimated.

(b) Times a year, based on average monthly inventories.

(c) Markon over invoice cost delivered as a percentage of original (cumulative) retail value. The method by which these figures were derived is explained in the Appendix.

(d) Figures for 1939 and 1944-1949 are cash discounts received and for 1950 and 1951 are cash discounts earned. NOTE: The figures presented above are weighted averages. Explanatory notes on statistical procedure and definitions of the various items are given in the Appendix.

with the law in all respects on the pricing of such goods as are subject to this legislation. Macy's will continue to apply its traditional pricing policy on the great majority of merchandise which is not price-controlled."

Phil Harris, president of S. Klein, issued a blast at the bill, calling it "an outrage" and at the same time used it to lure customers.

"Price fixing is back...so, hurry—buy now...pay cut-prices while present quantities last," screamed full page newspaper ads. "We are still able to offer famous brand watches at 50% off fixed prices because we purchased them prior to the passage of the price fixing law. And as long as our present quantities of famous brand watches last, we will sell every one of them at 50% off fixed prices."

■ No brands were mentioned, although last week Klein was advertising Hamilton watches at discount (AA, July 14).

Mr. Harris told the press that the fair trade bill is "a conspiracy among the drug and watch associations and everybody who has been coerced by small stores. We will continue to undersell fair trade prices wherever possible. We're going to fight this thing with any means possible. We're studying the legal points closely."

### IGA-WGN Tie in Sales Plan

WGN, Chicago, and the Independent Grocers' Alliance of America, are tying in on a special merchandising campaign for food advertisers. Key slogan for the campaign will be "As Advertised on WGN," to be used on the air, in store displays, newspaper ads and handbills. Food advertisers may qualify for the tie-in by contracting for at least \$500 per week for a 13-week minimum on WGN. During the 13-week cycle, the advertiser will get from IGA, for a period of one week, a campaign concentrated in 1,369 IGA stores in a five-state midwest area.

## Auto Makers Decide Not to Cut Schedules

DETROIT, July 17—Automobile manufacturers have decided against any cutback in advertising schedules as a result of the prolonged steel strike, a survey of the industry by AA showed.

Several of the companies had contemplated revision of newspaper schedules (AA, July 14), but decided against such a move because of the possibility that the strike would end soon and because 1952 ad schedules are nearing an end.

However, from a sales standpoint the strike has cut severely into distribution. Inventories are

at the lowest point since the war and customers are denied delivery in less than a month.

Such makes as Ford, Chevrolet and Plymouth are reported very difficult to obtain unless the customers will take any model or color and in many instances loaded with accessories. "Deals" or over-allowances on trade-ins are impossible.

Industry observers expect the situation to continue for many months after the end of the strike because the industry will soon go into its late-year shutdown for model changeovers.

### Eureka Williams Appoints Knobke Advertising Manager

Cliff Knobke, formerly director of sales education for Sales Training Corp., Chicago, has been named to the new post of advertising and sales promotion manager of the Eureka division of Eureka Williams Corp., Bloomington, Ill. The division makes automatic upright and tank type vacuum cleaners. A. L. Agne, Eureka



Cliff Knobke

Williams advertising manager, will continue to handle advertising and sales promotion for the Williams and Dispos-o-Matic divisions and also for corporate programs.

Mr. Knobke has been an executive member of the advertising staff of Chrysler Motor Co., an account executive with Ruthrauff & Ryan, Chicago, and Brooke, Smith, French & Dorrance, Detroit. While with the latter agency, he handled the Eureka vacuum cleaner account for several years.

### Tyndall Associates Formed

S. S. Tyndall, formerly with Hill & Knowlton, has opened his own public relations office at 50 E. 42nd St., New York 17.

## Hudnut Scorns the Non-Neutralizing Home Permanent

NEW YORK, July 17—The Richard Hudnut division of Warner-Hudnut Inc. threw a press luncheon today to "refute persistent rumors that the company would bring out a non-neutralizing home permanent."

Elmer H. Bobst, company president, said the non-neutralizing method of home waving doesn't really save time for women—as widely claimed by manufacturers. He added that quickie permanents give inferior curls, when they curl at all, and take more time doing it.

Mr. Bobst said the division, through Kenyon & Eckhardt, will shortly use Sunday supplements, newspapers and other media to "explain for the first time to women consumers some of the mysteries behind a permanent wave." The division this year is spending its ad appropriation mostly in supplements, including *This Week Magazine*, the *Boston Globe*, *Chicago Tribune*, *Miami Herald*, *New Orleans Times Picayune* and *Syracuse Herald-American* (AA, May 5).

## McNair Blames Stores for '51 Inventory Ills

BOSTON, July 15—Malcolm P. McNair, Lincoln Filene professor of retailing at Harvard, blames poor merchandising for the failure of department and specialty stores to attract more buyers last year.

In the Harvard Business School's annual study, "Operating Results of Department and Specialty Stores in 1951," Prof. McNair concludes that merchants banked on "mounting inflationary pressures" and "growing scarcities of goods" to create consumer demand.

They guessed wrong, declares Prof. McNair, and as a result they were left to struggle with overloaded inventories and heavy markdowns.

■ Expenses up, sales volume up, net earnings down: this all too familiar picture emerges from the 20 statistical tables and commentary in the Harvard report. Final earnings of department stores in 1951 averaged 2.3¢ of every dollar in sales, a 39% decline from 1950 and the lowest point since 1938.

Prof. McNair explains consumer reluctance to spend as being due to "high personal income taxes, ample consumer inventories, reaction from two post-Korean buying sprees, urge to accumulate greater liquid savings against an uncertain future, desire to reduce, or at least not to increase, indebtedness, and psychological resistance to higher prices."

He adds that underlying factors which may have been "equally important" were "a reaction from an abnormally high postwar ratio of spending to income, and the potential instability which has been introduced into consumer spending by the increasing proportion of a rising income that is available for optional or postponable purchases."

■ However, the study emphasizes that "business made mistakes also." Prof. McNair writes that "the basic mistake was to assume that the economic effects of the rearmament program would be in all respects parallel to those of World War II and that the indiscriminate building up of consumer goods inventories would pay off as well as it did in 1941 and 1942."

Prof. McNair warns there are growing signs of a future recession in the economy of Western Europe and the United States. The situation is aggravated, he adds, by an unsettled government program, but meanwhile it is up to management, particularly retailers, to "show greater recognition of the fact that the buyers' market is already here and that merchandising and selling policies and practices are sadly in need of refurbishing."

### OLIVER J. PRENTICE

CHICAGO, July 16—Oliver J. Prentice, 85, formerly advertising and public relations manager for C. A. Dunham & Co. with which he had been associated for 32 years, died July 14. He had retired only a few months ago.

### EDWARD S. BARLOW

SARANAC LAKE, N. Y., July 15—Edward S. Barlow, 66, operator of the Barlow Advertising Agency in Syracuse, N. Y., died July 12 following a heart attack at his summer home near here.

### Appoints Horton-Noyes Co.

Lewis-Shepard Products Inc., Watertown, Mass., maker of materials handling trucks, has named Horton-Noyes Co., Providence, to handle its advertising. Previously, Edmund S. Whitten Inc., Boston, handled the account.

## ANPA Committee Has Few Answers on Column Widths

New York, July 17—An American Newspaper Publishers Assn. committee met here yesterday to consider narrower column widths, but an insufficient return on questionnaires sent to all dailies made it impossible for the group to arrive at any sort of conclusion on the question. (See story on agency gripes on Page 2.)

A spokesman for the ANPA said the committee would meet later, when a larger number of questionnaire replies has been received. The spokesman attributed the small number of replies to date to summer vacations of newspaper executives.

■ The American Assn. of Advertising Agencies had previously told AA that it would wait for the ANPA report before taking any action with its members on mat shrinkage. Earlier, the chairman of the Four A's mechanical committee, George B. Dearnley of McCann-Erickson, addressed the ANPA mechanical conference in San Francisco and particularly urged that notice of mat shrinkage plans be given to advertisers and agencies.

### National Carbon Co. Boosts Bryan to V. P. of Sales

Arthur C. Bryan has been promoted to v.p. in charge of sales for National Carbon Co., a division of Union Carbide and Carbon Corp., New York. He has been general sales manager.

Mr. Bryan began with National Carbon in 1935, first as industrial salesman in the Chicago office and five years later as district manager in New York. From that position he moved to Cleveland where he was assistant manager of the carbon sales division there. Later he was division manager of the Kansas City sales office. He then came to New York as assistant general sales manager and in 1949 was promoted to general sales manager.

### Distributes TV Film Series

Guild Films Inc., Hollywood, has signed to handle distribution of two new television film series, "Invitation Playhouse," now on in 11 cities, and "Dream It Up," a new comedy series. Reub Kaufman is president of the company, recently formed for exclusive television film distribution.

### Brockway Promotes Hutchison

Frederick J. Hutchison, a member of the personnel department, has been promoted to sales promotion manager of Brockway Glass Co., Brockway, Pa. Thomas J. Fisher, formerly with the Sterling division of Quaker State Oil Corp., has been named sales manager of the prescription ware division.

### BAB Appoints Kimble

R. David Kimble, formerly advertising and sales promotion man-

ager of WBBM, Chicago, has been named director of national promotion for the Broadcast Advertising Bureau, New York. He will assume his new duties on July 28. Mr. Kimble will prepare presentations and direct mail advertising for the bureau, among other assignments.

### United Air Lines Names Floyd

Curtis L. Floyd, formerly with the San Francisco Chronicle, has been named district publicity representative for United Air Lines at San Francisco.

### Appoints Warner Wilson

Warner M. Wilson, formerly an account executive in the Procter & Gamble account group for Dancer-Fitzgerald-Sample, New York, has been named account manager of Long Advertising Service, San Francisco and San Jose.

### Feedrail Corp. Names Agency

Feedrail Corp., New York, has named Peterson & Kempner, New York, to direct its advertising, effective Aug. 1.

**Indoor Advertising of America**  
A DIVISION OF W. L. STEENHARD AND ASSOCIATES, INC.  
**346 N. JUSTINE ST., CHICAGO 7, ILL.**

DISPLAYS OF ALL TYPES AND SIZES  
 DEMONSTRATIONS · EXHIBITS  
 Let us bid on your next display job  
**PHONE OR WRITE . . . NO OBLIGATION**

*"My finished art is done on the press"*

... Says The Agency Art Director

"I've learned this . . . on the press, art comes to life or falls flat on its face. That's why I consult graphic arts experts on every detail, including paper. Speaking of paper, my offset reproduction team and I agree . . . Ticonderoga Offset always brings out the best in our work."



"THE PRODUCTION MAN tells me what process to use for best reproduction of art work.



"THE PRINTING SALESMAN instructs his foreman who decides on mechanics of production and paper.



"THE PLANT FOREMAN instructs the press room foreman accordingly. For consistently good results their choice of paper is always TICONDEROGA OFFSET."

### Art work sparkles on TICONDEROGA OFFSET

Make your next lithograph job the best you ever produced. True black & white and color reproduction . . . fine ink affinity . . . with sharp, clean results . . . you'll get them all on TICONDEROGA OFFSET. And you'll save money, too. Printers everywhere respect TICONDEROGA OFFSET for its thoroughbred performance. International Paper Company, 220 East 42nd Street, New York 17.



**International Paper** COMPANY  
 PAPERS FOR PRINTING AND CONVERTING

## Look SOUTH, Suh!



FROM MEMPHIS  
 TO MOBILE  
 THEY'RE LOADED  
 WITH DOUGH.  
 COME, GET YOUR SHARE  
 WITH A BULLETIN SHOW.

**Moriarty**  
 BATON ROUGE, LA.

**Reddi-Wip in Coupon Drive**

Reddi-Wip Inc., St. Louis maker of Reddi-Wip cream, has launched a coupon promotion in the San Francisco Bay Area. An offer of 15¢ off when a newspaper coupon is used in the region is being featured in 1,000-line copy. Ruthrauff & Ryan, Chicago, is the agency.

**Appoints Thomas Stratford**

Thomas A. Stratford, formerly assistant manager of media advertising for the lamp division of General Electric Co., Cleveland, has been appointed assistant manager of advertising and product development for American Welding & Mfg. Co., Warren, O.

**Names Associated Advertising**

Associated Advertising, Cincinnati, has been named to direct advertising for Kenton Loose Leaf Tobacco Warehouse, Covington, Ky. A newspaper and direct mail campaign to tobacco-growing farmers before and during the season is planned.

**Selby Leaves McCreery Inc.**

Robert B. Selby, v.p. and member of the board of directors of Walter McCreery Inc., and manager of the San Francisco office, will leave that agency on July 31. Mr. Selby plans to open his own agency in San Francisco on Aug. 1.

**Two Name Brieg Associates**

Greenwood Co., Reading nylon hosiery maker, and Widener Greeting Card Co., Philadelphia, have named Brieg Associates, Philadelphia, to handle their advertising.

**Agency Appoints Powers**

Charles Powers, a free lance producer-director, has joined Dancer-Fitzgerald-Sample, New York, as a radio-TV program supervisor.

# The Fabulous Southwest

The Nation's Largest Trade Territory

had  
**AUTOMOTIVE SALES**  
of  
**\$101,201,000 in 1951**



Two Separate Newspapers — 27¢ Buys BOTH!

**The El Paso Times** El Paso Herald-Post  
An Independent Newspaper Morning and Sunday  
A Scripps-Howard Newspaper Evening

MAY 1952 - 1951		LOSS		GAIN					
CLASSIFICATION	1952-1951	20	10	0	10	20	30	40	50
RETAL	-5.0								
GENERAL	-7.4								
AUTOMOTIVE	-9.1								
FINANCIAL	9.5								
TOTAL DISPLAY	-2.0								
CLASSIFIED	5.4								
TOTAL ADVERTISING	-6.3								
DEPARTMENT SCORES	-3.2								

MAY 1 - MAY 31, 1952 - 1951		LOSS		GAIN					
CLASSIFICATION	1952-1951	20	10	0	10	20	30	40	50
RETAL	6.3								
GENERAL	-12.0								
AUTOMOTIVE	-2.9								
FINANCIAL	8.8								
TOTAL DISPLAY	-2.3								
CLASSIFIED	7.1								
TOTAL ADVERTISING	-6.1								
DEPARTMENT SCORES	-2.1								

**MAY NEWSPAPER LINAGE**—Linage reports from Media Records for May show newspapers lost 7.4% in general (national) advertising for the month, compared with May, 1951, and automotive linage was down 9.1%. For the first five months of 1952, only financial and classified show much gain.

**New Product Information Service Started**

NEW YORK, July 15—A new plan to put product information into the hands of prospective purchasers has been started by the National Advertisers' Consumers Bureau here.

Under the plan, a consumer can send 10¢ to the bureau for descriptive literature put out by competing manufacturers of an item he is interested in buying. In addition to sending the literature, the bureau also will send buying suggestions, which it will cull from trade associations or other authoritative sources.

To publicize its program, the bureau plans to launch a newspaper campaign in New York next month, with several TV set manufacturers participating. Additional plans call for a small-space national ad campaign starting in October.

The new plan will be financed by charging participating manufacturers a fee for each piece of literature mailed to prospective purchasers who have made inquiries.

A questionnaire will accompany each literature mailing. If the consumer indicates his preferences, intentions, etc., on the questionnaire and returns it, he will receive a credit certificate for \$1,

which can be applied on the purchase of the item under consideration.

The bureau is headed by R. Edward Taylor, former marketing consultant, and is located at 342 Madison Ave., New York.

**NARTB Appoints Riley**

Frances Riley, formerly director of publicity and promotion for radio and TV properties of Walter Schwimmer Productions Inc., Chicago, where she also served as script editor and writer for films, has been named special assistant in the public affairs department of the National Assn. of Radio and Television Broadcasters, Washington. She will work on the association's publications.

**'Foundry' Appoints Gillam**

James K. Gillam, formerly district manager in Cleveland for Jenkins Publications Inc., and assistant publisher of Huebner Publications, Cleveland, has been named district manager in the Ohio territory for Foundry, published by Penton Publishing Co., Cleveland.

**Two Named Agency Partners**

George C. Hellickson and Robert B. Pile have been named partners in Olmsted & Foley, Minneapolis agency. Mr. Hellickson is public relations director and Mr. Pile an account executive. Both have been with the agency about five years.

# 'KDKA far outpulled the other stations on our schedule on a cost per inquiry basis'

James L. Tabor  
Simonds, Payson Company, Inc.  
Portland, Maine

From Maine to California—literally!—advertisers have found that they can count on KDKA to produce profitable orders at minimum cost.

A recent letter from Maine agencyman James L. Tabor illustrates the point. "I want you to know," he writes, "how completely satisfied we are with your station. From our initial inquiry on availabilities and coverage through to the completion of the campaign and our request for a test cut, we have had the best possible co-operation. Best of all, KDKA far outpulled the other nine stations on our schedule on a cost per inquiry basis."

No other medium even begins to match KDKA for coverage of more than 100 busy counties in Pennsylvania, Ohio and West Virginia. Whether your schedule calls for ten stations or a hundred stations, KDKA should lead the list. For details, check KDKA or Free & Peters.

# KDKA PITTSBURGH

50,000 WATTS NBC AFFILIATE

**WESTINGHOUSE RADIO STATIONS Inc**  
WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV  
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV NBC Spot Sales

AMERICA'S FIRST ENGRAVER

PHOTO ENGRAVINGS

EXCLUSIVELY

DAY-NIGHT

REVERE PHOTO ENGRAVING CO.  
712 FEDERAL STREET, CHICAGO 6, ILL. WA 2-8816-7-8

# Dems Prepare for Next TV Spectacle But Scorn GOP Campaign Spending

(Continued from Page 1)  
 as Paul G. Hoffman, ex-Studebaker and CED president, onetime head of ECA, and now with the Ford Foundation; Mrs. Oswald B. Lord, of the Pillsbury family in Minnesota; George Skouras of the theater-owning end of 20th-Century Fox; Gen. Lucius D. Clay, now chairman of the board of Continental Can Co.

Al Hollender, one of Ike's top radio-TV strategists, went to the general on leave of absence from his post as executive v.p. of Louis G. Cowan Inc.

Geraldine Rhoads, former editor of *Today's Woman*, quit several months ago to join the Citizens for Eisenhower.

■ Abbott Washburn, former p.r. director of General Mills, is a top-level adviser in the Eisenhower drive.

So, too, are a number of publishers: Henry R. Luce, Time Inc.; Gardner Cowles, Cowles Magazines; John Cowles, of the Cowles newspapers; Roy Roberts of the *Kansas City Star*; the Reids of the *New York Herald Tribune*, and the Sulzbergers of the *Times*.

In the Taft camp during the GOP battle were such promotion figures as James Selvaige, of Selvaige & Lee and French & Preston; Carl Byoir; John Broderick, Doremus & Co.; L. E. Judd, Goodyear; L. Richard Guylay (who has handled Taft publicity since his 1950 victory in Ohio, and who also handles the Gannett newspaper chain); and J. Handley Wright, Monsanto Chemical Co.

■ Among the Taft workers was ex-general Albert Wedemeyer, v.p. of Avco Mfg. Corp. (and himself a favorite son candidate of Nebraska). Assigned to help him were James Cassidy, of the New York office of Hill & Knowlton, which handles Avco publicity, and Bud Littin, on leave from Hill & Knowlton's Washington office.

Historically, the national party advertising accounts have always paid off more in contacts than in profits. In 1948, the Republicans retained Batten, Barton, Durstine & Osborn, at least partially because of the friendship between Gov. Thomas E. Dewey and BBDO president Ben Duffy. BBDO can lay claim to real distinction in Republican advertising circles since one of its founders—Bruce Barton—was a congressman from 1937-1941 and an unsuccessful candidate for senator in 1940.

■ Actually, BBDO was only the high priest among a coterie of agencies which included Agricultural Advertising & Research; Benjamin Eshleman Co.; Lockwood-Shackelford, and Donahue & Coe. The state committees had others. In New York, for example, the GOP's outdoor was handled by Plaza Advertising.

In 1948, the Democrats pinned their hopes on Harry S. Truman and Warwick & Legler. Warwick & Legler acquired the account only after it had been officially awarded to Biow Co., which had it in 1940 and 1944, only to find that Biow wasn't going to handle the Dems' campaign. Warwick & Legler had Sam Youngheart, a v.p. and partner, handling the account, and Don Gibbs on creative work.

■ Since most advertising men are Republicans, it is interesting that the two most conspicuously successful political admen are Democrats—William Benton and Chester Bowles. Politically prominent, their liberal peregrinations have caused some heartaches on Madison Ave., and the last B&B house ad care-

fully charted the points in the agency's billing history where the two fallen angels left the business. Mr. Bowles was expected to put in his appearance at Democratic headquarters today.

As the Democrats assembled and camps for the various candidates were getting organized, a good share of the Katz staff was assigned to the Democratic account.

Mr. Katz is scheduled to be in Chicago when the convention opens; Lloyd Whitebrook, v.p. in New York, is already on the scene with his assistant Wallace Thomson. Mr. Whitebrook also handled the 1950 campaign of the New York Democratic State Committee when he was executive v.p. of Ben Sackheim Inc.

■ Other Katz people on deck are Charles H. Harrison, controller; Robert G. Swan, v.p. in charge of radio and TV production in Baltimore, and his counterpart, Richard Katz, in New York; John T. McHugh, agency media director, and William White, Rudolph Birkmeier, and Jean Mitchell, all from the Baltimore office. From New York in media came Elizabeth Black, Marie Meehan and Katharine Mauch, as well as George Adams, art director; Harry Kullen, production manager, and Ed Kasen, account exec, all from Baltimore.

The most elaborate headquarters for a potential nominee are those of Sen. Richard Russell of Georgia. In addition to a number of handsome young Georgia girls (comparable to Taft's "Belles for Bob"), Sen. Russell's group includes Tom Blake, Washington public relations man; Dave Charnay of Allied Public Relations Associates, New York; six Charnay staffers, and Steve Harrington, assistant to the president of Brown & Bigelow, who is on leave of absence to help out the governor.

■ Mr. Harrington's assistance in the Russell campaign could be very effective. It was he who arranged the famous "whistle-stop" tour made by Mr. Truman before the 1948 election, in cooperation, of course, with local Democratic establishments across the country. He was also behind the establishment of the national Truman-Barkley clubs.

All the facilities of the vast Brown & Bigelow organization, too, are apparently at the disposal of the Russell boosters, and the company has 12 special men here in addition to its regular Chicago representatives.

Kefauver rooms were not so busy but competitive camps were impressed with the outdoor campaign set up by the senator's Chicago supporters. Chicago police have mapped out an "official route" to the convention site, and an enterprising Kefauverite arranged ahead of time to buy up all the available poster space along the delegates' route. Ten outdoor boards featuring the smiling crime-prober have been erected. Working on the Kefauver program is Gael Sullivan, on leave of absence from Theater Owners of America.

■ Bill Hart, in charge of publicity for Sen. Kefauver, said they would have very little advertising "due to lack of funds," and looked forlornly toward his one and only Mimeograph machine which had just broken down.

Superstitiously or not, Harriman headquarters are on the same floor of the Hilton as Eisenhower's were. In charge of the publicity end is ex-newspaper man Blair Clark. Lou Frankel, formerly general manager

**Bendix Tumble-Action...only automatic**  
 for Orlon, Dacron, Nylon, Dynel and

**method safe as hand washing**  
 your other 'Miracle Fabrics'

**BENDIX Washers**

**TIMELY APPROACH**—Keeping up with scientific developments in synthetics, Bendix now invites Mrs. Housewife to "hand wash automatically" those "miracle fabrics" which call for that kind of gentle treatment. This spread will break in *Life* and *McCall's* in September.

of FM Station WFDR, is also helping the Harriman push. George Daly, New York public relations man who handles p.r. for the New York Democratic Committee, is here as a delegate but is keeping his hand in with the Harriman publicity staff.

Sen. Kerr's promotion is being guided by Charles Van Devander, until a few months ago publicity chairman of the Democratic National Committee. Sam Brightman, who has been with the party for several years, is now national chairman. Part of Mr. Brightman's chore will be to pass on press credentials, a phase of the GOP convention which had all newsmen tearing their hair.

■ Gov. Adlai Stevenson of Illinois, whether he wants them for this purpose or not, has Al Weissman, on loan from the public relations staff of *Ebony*, and Stuart Hayden, Washington p.r. man, trumpeting for his nomination.

Katz men have been hard at work figuring campaign angles and buying media for the forthcoming campaign, but no one would say at this juncture how much or where. Several months ago, however, Frank McKinney, national chairman of the party, predicted that \$2,000,000 would be spent on radio and TV.

And speaking of radio and TV, almost everyone is agreed that coverage by both surpassed all expectations. This was despite the fact that most on-the-floor broadcasters and telecasters said the facilities at convention hall are the worst possible.

■ As the days dragged on and the Republicans fell farther and farther behind schedule, the networks nervously calculated the losses they would have to take, despite their sponsors, for cancelling regular programs and spots in addition to operating costs. *Broadcasting* estimated that NBC would pick up a \$4,000,000 tab for its radio and TV coverage of both conventions. Of this amount, NBC-sponsor Philco Corp. would take care of roughly \$2,700,000.

By the time the GOP delegates finally headed for home, almost everyone who owned either a radio or TV set had met Westinghouse's Betty Furness via CBS. The former movie actress talked brightly about Westinghouse appliances during almost every lull throughout the week-long harangue over both AM and TV. While she wasn't talking Westinghouse, Miss Furness occupied herself with needlework, but it's hard to see how she could have gotten much done.

CBS is the only network which made arrangements with its sponsor to pay for coverage beyond the expected hours of the convention meetings. NBC and ABC contracted with Philco and Admiral Corp. to provide a minimum amount of coverage but provided for no extra payments for the pro-

tracted daily sessions. Westinghouse's deal with DuMont for four network stations was the same.

■ Coverage of the Democratic shindig will be the same as for the Republican, although the Dems are making it a point not to hire any of the same talent featured last week. Most network and newsmen, still panting from the workout they had last week, are looking forward warily to the next convention which, they fear, will be even harder to cover. Instead of having to keep track of only two major candidates, TV cameramen and walkie-talkies will be chasing at least six declared candidates and any number of possible compromise nominees.

Although neither Nielsen nor Videodex was able to supply any statistics, most estimates placed the number of people attending the convention via TV at approximately 60,000,000—roughly 2,000,000 more than the number of voters in the 1948 presidential election.

## Bristol-Myers Gives In; Signs Rystan Contract

New York, July 18—The battle of the chlorophyll patents moved closer to an ultimate target this week with the report that Bristol-Myers Co. will sign a contract early next week for a Rystan Co. license and will withdraw its patent invalidation suit (AA, April 21).

At the same time, counsel for Block Drug Co., the last of the original three patent litigants, told *ADVERTISING AGE* that "Mr. Ryan [Rystan president] has been turned down flatly and definitely" on his request for a licensing agreement with the Amm-I-Dent manufacturer.

While a contract has not yet been signed, B-M officials are in possession of an agreement and indicated that "if it is what is expected" the agreement will be executed in the next few days, simultaneously with the withdrawal of the B-M patent suit. It is expected that the arrangement will be "virtually the same as all license agreements."

The remaining litigant (Colgate-Palmolive-Peet Co. took out a Rystan license several weeks ago), several operating subsidiaries of the Block Drug Co., has until Aug. 9 to reply to the counter-claim recently filed by the Rystan Co.

The Rystan answer to the Block suit (AA, April 7) denies the allegation that its chlorophyll patent is invalid, limited and not infringed upon. Further, Rystan has filed a counter-claim against the plaintiff asking for dismissal of

# Bendix Washer's New Theme: Safe for New Fabrics

SOUTH BEND, July 18—The Bendix Home Appliances division of Avco Mfg. Corp. is coming out swinging against the competition.

After months of exhaustive tests, the company is ready to give wide circulation via advertising to the claim that its "tumble-action" washer is the only automatic washer safe as hand washing for the new "miracle fabrics."

This is a bid for business from homemakers whose weekly wash now contains a high percentage of orlons, dacrons, nylons, dynels and other synthetic fabrics. Bendix claims that these garments, which are generally sold with "wash by hand" instructions, can be safely laundered in a warm, short wash in a Bendix automatic.

■ This new appeal will be initiated July 23 on the company's regular semi-monthly telecast, "The Name's the Same" over ABC. This promotion, outlined here in a press conference by Frank S. Ryan, director of advertising and sales promotion, will feature the "perfect pair" combination of washer and dryer.

In terms of media division, magazines will get the largest share of the rest of the year's advertising budget. Starting in September spreads will appear in *Life*, *Ladies' Home Journal*, *McCall's*, *The Saturday Evening Post* and *Woman's Home Companion*.

Newspapers will also be used liberally with at least 200 cities covered. Full-page national copy will be supplemented by co-op ads. Announcements and programs are spotted locally in distributor areas. A five-minute transcribed program with pianist "Two Ton Baker" is broadcast in about 70 markets. Outdoor will back the drive in some areas.

■ A movie made in conjunction with *Parents' Magazine* and other films dramatizing the ease with which the delicate modern fabrics can be washed in the Bendix will be shown at dealer-distributor meetings, in department stores and, where possible, at women's clubs and in theaters. The first of these movies was previewed for the press here this week.

The movie and the DuPont-sponsored style show which preceded it featured such washable garments as women's winter coats and children's snow suits. All of which left the impression that, should synthetics ever replace natural fabrics as the No. 1 material for clothes, dry cleaners may have to consider going into the laundry business.

Within the next six months Bendix will spend about \$1,000,000 to advertise its washers and dryers through its new agency, Earle Ludgin & Co.

the complaint and "punitive damages by reason of willful infringement" of the patent.

In its reply, Block is expected to reallege invalidity and non-infringement of the patent. The case will then be placed on the U. S. southern district court calendar.

## Humphreys Reappoints Katz

Humphreys Medicine Co., New York, has reappointed Joseph Katz Co., New York, to handle advertising for its entire line of products, including Trokells throat tablets. Previously, G. F. Sweet & Co., Hartford, handled the account except for Trokells, which was directed by Atherton & Currier, New York.

# Knickerbocker Campaign Pays Off for Ruppert; Katz Describes Gains

(Continued from Page 2) ahead," Mr. Katz said, "our sales force was expanded considerably and all new men as well as our existing staff were thoroughly briefed and trained."

■ No announcement of the new beer was made to the trade previous to the launching of the consumer campaign. Ruppert uses full-page ads in 50 daily newspapers; outdoor advertising in all of its major markets from Maine to Virginia; television in six markets in addition to New York; and spot radio in all of its market areas.

"We do not believe in fancy jingles," Mr. Katz said, "We want hard selling, reason-why copy. "The original campaign launched March 1, 1951, lifted us off the ground. On television we used

'Broadway Open House,' perhaps best known for its introduction of Dagmar. While she couldn't be described as 'less filling,' she did sell beer."

■ Ruppert reduced some of its markets geographically in order to save on advertising dollars and manpower. Volume-wise, the last nine months of 1951 showed a 27.8% gain over 1950. Nationally the industry showed only a 2% increase for 1951. For the New York metropolitan area alone, Mr. Katz said, Ruppert's 38.8% increase compares with a 6% increase for all metropolitan brewers in the same period.

"We feel we have gained much more than dollar profits," he said. "We now have a proven, working formula which at the appropriate time can be expanded to give us the position necessary today in the brewing industry, where it is getting to be survival of the fittest and most aggressive."

■ Mr. Katz pointed out that by concentrating in the New York market Ruppert enjoys a distinct advantage.

"Beer," he said, "can be produced to withstand long shipments, but usually at the expense of taste. By limiting our geographical coverage, Ruppert has the competitive advantage of reaching our markets in such a short time that the consumer gets a beer brewery fresh. You can be assured that any expansion of Knickerbocker will not come at the expense of taste."

"Another problem facing the industry today," Mr. Katz said, "is the shift that has taken place to consumption of beer in the home. This means packaged beer. Because of our determination to quickly adjust strategy to changing trends we have recently brought out a 7-oz. bottle of Knickerbocker to sell for 10¢ in grocery stores and delicatessens. This one-glass bottle at an economy price is already finding a place for itself with the ladies."

### Ford Division Appoints Swan to Advertising Staff

Harry Swan, formerly advertising and merchandising manager for Willys-Overland Motors Inc., Toledo, has joined the advertising staff of the Ford Motor Co., Dearborn. He will coordinate the Ford Dealer-Ford division cooperative advertising program.

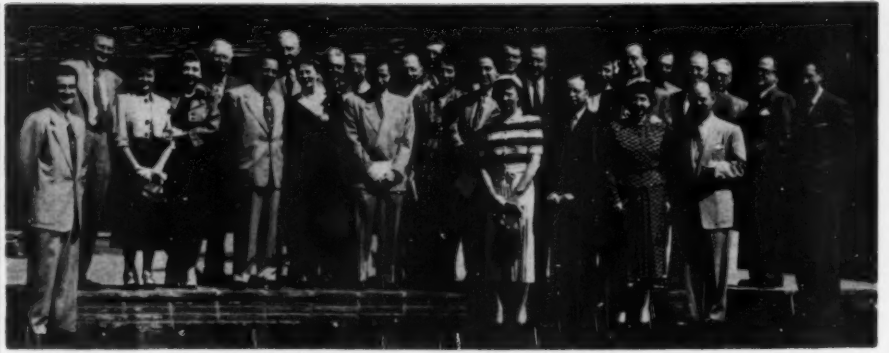
Mr. Swan entered automotive advertising work in Detroit in 1939 after graduating from the University of Michigan. He served in the Navy from 1943 to the end of the war and joined Willys-Overland in 1946.

### Sponsors Hall of Coast Games

Maier Brewing Co., Los Angeles maker of Brew 102, has signed to sponsor half the exclusive telecasts of the Los Angeles Angels and Hollywood Stars baseball games on KHJ-TV, Los Angeles, beginning July 29. Maier will share sponsorship with Chesterfield cigarettes, with each paying \$6,400 weekly. Factor-Breyer, Los Angeles, is the agency.

### Sterling Promotes Henderson

Ralph W. Henderson, v.p. of Winthrop-Stearns Inc., Myerstown, Pa., a subsidiary of Sterling Drug Inc., has been promoted to president of Sterling Drug (Canadian) Ltd., and Bay Co., Windsor, Ont. He succeeds Henry L. Schade, now board chairman of the two companies.



TURNABOUT—Sunset Magazine staffers, who spend plenty of time calling on agency people, enjoyed a turnabout recently when the entire staff of Brisacher, Wheeler & Staff, San Francisco agency, traveled 70 miles to Menlo Park to look over the magazine's new offices and plant. After a tour and luncheon, the Brisacher group assembled for this picture.

### Industrial Advertisers Elect

Glenn C. Baker, Ruby Chemical Co., has been elected president of the Industrial Advertisers Assn. of Columbus. Other officers elected are Robert B. Hitchcock, Surface Combustion Corp., v.p.; Luther Ohrstedt, American Ceramic Society, secretary, and L. H. McReynolds, Jeffrey Mfg. Co., treasurer.

### AA Tries Price-Cutting

In the July 7 issue of ADVERTISING AGE it was erroneously reported that Don May's revised edition of "101 Roughs" sells for \$1. Frederick J. Drake & Co., Wilmette, Ill., the book's publisher, points out that "101 Roughs" costs \$4, no more, no less.

### Harry Feigenbaum Adds One

Case's Pork Pack Co., Trenton maker of Case's Tangy pork roll and pork pack, has named Harry Feigenbaum Advertising, Philadelphia, to handle its advertising. A promotional campaign is planned for early fall. Lohmeyer-Adleman, Philadelphia, previously handled the account.

### Sponsors 'America Calling'

Riggio Tobacco Corp., Brightwaters, N. Y., for Regent cigarettes, has signed to sponsor "America Calling" on 13 stations of the Columbia Pacific Network. The program will be broadcast from 5-5:30 p.m., PDT, on Sundays. Hilton & Riggio, New York, is the agency.

### Weil Elected a V.P.

Arthur W. Weil Jr. has been elected a v.p. of Hirshon-Garfield, New York. He joined the agency in 1943.



3rd  
Artist Guild  
Golf Tournament  
Sat. July 26  
Nordic Hills Country Club  
Phone WH 4-5355  
For reservations and starting time

Courtesy Laurence, Inc.

Look what's cookin' on Florida's Gold Coast —

350 Million DOLLAR Food Market



SELL IT ALL THRU A SINGLE, LOW-COST MEDIUM!

On Florida's fabulous Gold Coast sales in retail food stores and eating & drinking places hit the tempting total of 350 million dollars last year\*. The per capita food sales are the South's highest—and chain food outlets have more than doubled in ten booming years!

\*Market Research & Surveys Inc., Miami.

JOHN S. KNIGHT, Publisher  
STORY BROOKS & FINLEY, National Reprs.  
Affiliated Stations — WQAM, WQAM-FM

MIAMI — An International Market

This market is sold by The Miami Herald, the nation's leader in total food advertising the third straight year. See your SB&F man TODAY



CUT ART COSTS as much as 75% with Multi-Use CLIPPER Multi-Ad Services, Inc. 105 Walnut, Peoria, Ill. THE CREATIVE ART SERVICE



# Bab-O Will Get \$2,500,000 Spot Radio Promotion

(Continued from Page 3)

network. Spot radio, on the other hand, is flexible enough so that the advertiser can minimize these drawbacks.

2. Market characteristics vary greatly from city to city. For example, while 39% of the families in Washington use instant coffee, only 10% in Duluth do so. And while 75% of the families in Spokane have electric ranges, only 10% of Columbus families have them.

3. Spot radio not only permits flexibility in market selection, it permits flexibility in the selection of programs—weather, quiz, sports, disc jockeys and homemaker shows.

4. Local programs often attract more listeners than net shows, especially in the daylight hours.

5. There are many areas where stations in two cities overlap. Listeners in those areas only have one chance to hear a net show. But if the program is aired at different times in the two cities, there are two chances to hit the listeners located between the two markets.

6. Stations are more willing to merchandise spot programs. For every dollar spent on national spot, the individual stations get 70¢ (15¢ to the agency and 15¢ to the representative). However, for every dollar spent on a network program, the stations receive only 30¢. As Mr. Flanagan put it: "Which program do you think the local station will prefer to merchandise?"

He cited Federal Communications Commission data showing sources of station income as follows:

	Clear Channels	Regionals	Local
Network	27.2%	19.4%	9.9%
Nat'l Spot	50.7	31.4	13.5
Local	22.1	49.3	28.6

For all stations combined, local programming accounts for 47.6% of station revenue; national spot for 32.9%, and network for 19.5%.

7. Mr. Flanagan cited a number of studies to support his contention that radio builds more traffic, more pre-sold customers and more sales.

8. A long list of advertisers have enjoyed successful spot radio promotions. He mentioned Bulova, Chiquita Banana, Colgate and Ajax, Kool, Viceroy, Camels, Esso as examples.

9. Radio listening has never been measured. "You can't measure listening in barber shops, garages, one-man business, autos, surreptitious listening by children, listening to portables, etc."

10. Currently, according to reports of the Radio-Television Manufacturers Assn., 180,000 radio sets are being sold weekly to 80,000 TV sets—an estimated net gain this year of 7,000,000 radio sets.

11. Spot radio rates are down (AA, June 16).

12. There is practically no duplication between radio and TV (e.g., the morning Godfrey radio show and the evening TV show).

### Aubrey, Finlay Handles Show

Sponsorship of "True Detective Mysteries" on alternate Sundays over Mutual by Motorola Inc., Chicago, was placed through Aubrey, Finlay, Marley & Hodgson, Chicago, which has handled the show for six years for Williamson Candy Co. (Oh Henry), the alternate sponsor. AA inadvertently reported July 14 that Ruthrauff & Ryan, the Motorola agency, handled the business. Aubrey, Finlay handles only the "True Detective" show for Motorola.



MODEL FOR AWARDS—When the Printing Industry of America holds its annual meeting in St. Louis, Oct. 12-15, nine statuettes of Ben Franklin will be given as awards "in a self-advertising exhibition" sponsored by Miller Printing Machinery Co., Pittsburgh. The model for the awards was loaned by Arthur Bloch (second from left), retired president of Snellenburg's department store, Philadelphia, who is now chairman of the historical committee of the Poor Richard Club, Philadelphia. Here Mr. Bloch presents his statuette of Franklin to W. W. Hicks of the Miller company, while Maj. Judson R. Clayton (left), manager of the Poor Richard Club, and Clarence W. Cranmer, chairman of the library committee, look on.

### Bank Appoints Hannasch

James F. Hannasch, formerly on the advertising staff of International Milling Co., has joined the advertising department of First National Bank of Minneapolis and of First Service Corp., operations affiliate of First Bank Stock Corp.

### Shasta Switches Agencies

Shasta Water Co., San Francisco bottler of Shasta water and other beverages, has switched its account from Knox Reeves Advertising, Los Angeles, to Ley & Livingston, San Francisco.

### West Coast Papers Hike Price

The San Francisco Examiner and Chronicle have raised their street sales price to 10¢ daily and 20¢ for Sunday editions. Home delivery prices remain the same.

### Promotes Florence McLellan

Mrs. Florence McLellan, copy chief, has been promoted to the post of assistant advertising department manager of Strawbridge & Clothier, Philadelphia department store.

America's  
**FOREMOST  
TOY TRADE  
Magazine**

Only ABC Toy Paper  
Oldest in Field  
Leads in Lineage

Write for New Market  
Data Folder  
McCREADY PUBLISHING  
71 W. 22nd N. Y. 10

# CATHOLIC DIGEST

*in Spanish*

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\*Advertisers in Catholic Digest in Spanish have the opportunity, to a unique degree, of building both sales and good will in one publication. As Latin America's only well-edited, attractively printed magazine of Catholic character, Catholic Digest will reach top income families that are often difficult to reach by ordinary means. Edited by a distinguished staff of Latin Americans, it will truly be "local" in sympathy and impact.

**CATHOLIC DIGEST IN SPANISH IS GOING TO MEAN A LOT TO A LOT OF PEOPLE. PEOPLE ARE YOUR MARKET.  
ON SALE THROUGHOUT LATIN AMERICA OCTOBER 1st**

For further information, please telephone or write to:

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## IS BRAND Consciousness BUILT-IN?

Is brand consciousness "built-in" in some products and not others? Take a look at the table below showing the percent of St. Paul women buying certain products who do not know what brand they buy.

GROUP I	% Buying Who Don't Know Brand Name
BRASSIERES	15.9
GIRDLES	20.2
NYLON HOSE	24.7
RUGS & CARPETS	38.8
GROUP II	
MARGARINE	1.9
COFFEE	.8
PACKAGED TEA	1.6
WHITE BREAD	.8

Whatever the reason, pronounced lack of brand consciousness is an open invitation to selling. People look for brands they know.



## ARE YOU TELLING ALL THE PEOPLE?

It is interesting, though a generality, to note that products in group II above showing a high degree of brand consciousness, have characteristically been promoted heavily at local market levels. The first group, however, have historically leaned heavily on so-called national media with relatively superficial penetration of the mass-market.

At the St. Paul Dispatch and Pioneer Press we like to know about the people with whom we do business. That's why we have the Consumer Analysis of the St. Paul Market. May we help you with special data on your product?



## Hadacol Creditors Pick Goldsmith to Try Building Up Hadacol Again

(Continued from Page 1) creditors' committee and trustee of the nostrum business (which once grossed \$20,000,000 a year) to put Hadacol back in the medicine chest.

■ An explosive whirlwind, Mr. Goldsmith is very upset over published reports that Hadacol is going back to its old bombast, ballyhoo and medicine-show type of promotion.

"Our advertising will be diametrically opposite to that of the old LeBlanc," he told ADVERTISING AGE in an interview. "We're going to use the old tried and proven merchandising methods which I learned from the master, John F. Murray [one of the founders of American Home Products]."

"The first thing to be done is

to revive the confidence of the trade in the company. They now buy Hadacol from hand to mouth." (In April, 1951, Hadacol had a profit of \$3,594,000. In the next three months sales plummeted to a \$1,859,000 loss.)

■ To effect this revival, Mr. Goldsmith plans (a) a personal letter to wholesalers and chain stores, (b) a personal trip through the ten states where Hadacol is now selling on a limited basis (the market once covered 18 states) and (c) trade paper advertising.

Next, the new president is working on merchandising-marketing plans for Hadacol salesmen to take to the trade about Sept. 1. This will have the "usual inducements" plus an advertising schedule, to begin about Oct. 1.

Advertising will be mainly spot radio "on a scientific basis," frequent small-space newspaper insertions and probably some advertising in *Holland's Magazine*.

"Scientific basis" is a reference to the old LeBlanc technique of buying spots "anytime," thereby getting lower rates—and after midnight announcements.

■ Erwin, Wasey & Co. was appointed agency for the LeBlanc Corp. in reorganization by the trustee. The agency prepared and placed all newspaper advertising. Radio copy was also prepared by the agency but time was bought direct by the company.

Two weeks ago, Mr. Goldsmith ordered a halt for the summer on all advertising. The future role of the Wasey agency is unknown at present.

Continuing with his plan, Mr. Goldsmith hopes to exploit the name Hadacol—a name with much publicity and no sales in many areas—by introducing three or four products in the drug field, identity undisclosed. Any stigma as a result of adverse publicity applies to the name LeBlanc (Mr. LeBlanc is now completely out of the company) and not Hadacol, he feels.

■ "In my opinion any publicity is good publicity, as applied to a product," says the forceful new president. An energetic man in middle years, Mr. Goldsmith appears well fitted to promote in what the creditors call "the true Hadacol manner: colorful, spectacular." But this time it is likely to be with a well-trained eye on the pocketbook.

There will be no caravans, no razzle-dazzle celebrity shows. Hadacol once employed Jimmy Durante, Milton Berle, Carmen Miranda, Rudy Vallee, Jack Dempsey, other top entertainers, an assortment of hoofers, jugglers and clowns (AA, July 30, '51).

■ When Mr. Goldsmith was first approached by Milton F. Rosenthal, the court-appointed trustee in reorganization, to take over the dangling Hadacol reins, the new president looked for three things:

1. Has the product got a repeat value?
2. Is the spread between cost and income right?
3. Is there enough money "for elbow room to turn around?"

Mr. Goldsmith says he found all three.

Although the company has more than 8,000 creditors (AA, Nov. 12), Mr. LeBlanc's free-spending methods have left the company with lots of fat, now convertible to liquid capital. The \$1,500,000 in assets includes four loaded warehouses, 86 late model trailer trucks (only six are in use), excess office and bottling equipment, real estate, tons of the very best point of sale material and premiums, and a vineyard, to name a few.

■ "If LeBlanc needed 10,000 of something, he bought 10,000,000," Mr. Goldsmith remarked. Aside from the legal problems, Mr. Goldsmith indicated that he could put the business in the black in three to six months "in so far as the normal Lafayette operation is concerned."

Those legal problems, however, are quite an aside. They began shortly after Mr. LeBlanc sold his vitamin preparation company for "between \$8,000,000 and \$10,000,000" to the Tobey Maltz Memorial Foundation and a group of unsuspecting New York investors, including LeBlanc's former general manager (AA, Sept. 3).

Up until then, Hadacol had been getting blasts on ethical grounds from various and sundry. They included the American Medical Assn., an AA editorial (May 14, '51) that wanted to know, "is the senator taking over advertising?" and a charge by the president of a Chicago suburb that "teen-agers can get plastered on Hadacol," which is 24 proof.

■ Blatantly buying his bayou ballyhoo, the senator thundered into New York last April and told a packed meeting of the American Marketing Assn. that he was going to hire the Dionne quintuplets for endorsements and would spend \$1,000,000 a month for advertising.

Within less than a month after its purchase, Hadacol was in real trouble: The Federal Trade Commission slapped down a misleading advertising complaint and the LeBlanc Corp. filed for reorganization in bankruptcy court.

The reasons are still not clear but most creditors believe that a constantly rising ratio of advertising, promotion and distribution costs to sales was mainly responsible. The unsuspecting purchasers, the story goes, didn't realize that,

## A Sales Tip for You...

**Complete Your Merchandising Chain with Catalog Covers**

by HEINN

When your sales promotion drive brings an order within reach, depend on Heinn Loose-Leaf Binders to help you cinch it! Closing sales becomes easier when a Heinn three-dimensional cover keeps your catalog spotlighted... when all catalog information is in sequence and up to date. Like leaders in nearly every industry, you can expect positive sales action with Heinn custom-styled catalogs or manuals... at the lowest operational cost per unit per year!

Originators of the Loose-Leaf System of Cataloging

**MAIL THIS COUPON TODAY**

**THE HEINN COMPANY**  
370 W. Florida St., Milwaukee 4, Wis.

Information, please.

<input type="checkbox"/> Catalog Covers	<input type="checkbox"/> Salesmen's Carrying Cases	<input type="checkbox"/> Sales and Instruction Manuals
<input type="checkbox"/> Proposal Covers	<input type="checkbox"/> Acetate Envelopes	<input type="checkbox"/> Plastic Tab Indexes
<input type="checkbox"/> Easel Presentations	<input type="checkbox"/> Salesmen's Binders	<input type="checkbox"/> Sales-Pacs
<input type="checkbox"/> Price and Parts Books		

NAME..... TITLE.....

COMPANY.....

ADDRESS.....

CITY..... STATE.....

**It's GROWING**

**FAMILY GROWTH** in the Buffalo Metropolitan area is 24% in ten years. Employment growth is 30%. Your sales in this growing market will grow too, when you use the Courier-Express to tell your story to the families with the most money to spend.

**COLOR for ADDED POWER**  
Full ROP color weekdays — to give your message still greater impact in this powerful newspaper.

**BUFFALO COURIER-EXPRESS**  
Western New York's Only Morning and Sunday Newspaper  
REPRESENTATIVES:  
SCOLARO, MEEKER & SCOTT

among other things, \$800,000 in "accounts receivable" was actually on consignment.

The garrulous Sen. LeBlanc magnanimously offered to buy his company back from "those New York lawyers," but the financial affairs were so entangled that no one seemed to know who owned the company.

LeBlanc, incidentally, then a Louisiana gubernatorial candidate, ran—unsuccessfully—under the slogan, "Elect a Successful Business Man."

Since last fall, when the boom fell on Hadacol, the legal entanglements haven't been straightened out much. A hassle developed over which U. S. district court would have jurisdiction over the reorganization. It was finally decided in favor of the southern district court in New York.

The creditor list is still not complete. Claims for cooperative advertising, P.M.s, wholesale and salesmen's bonuses, have not yet been filed. Deadline for all other claims was June 30.

The FTC complaint has not yet been squared away, although the commission has been commenting on all copy (through Erwin, Wassey) in advance, by arrangement with the trustee.

The creditors are "enthusiastic" over the appointment of Mr. Goldsmith, according to Albert Hailparr, chairman of the creditors' committee and president of Elinson-Freeman Co., one of the largest creditors.

"Harry Goldsmith's desire to identify himself with the Hadacol revival is in itself assurance of the soundness of the action recommended by trustee Rosenthal. He is a practical realist who has never distinguished himself by championing lost causes," said Mr. Hailparr. Mr. Goldsmith is also originator and owner of Carya Hickory Industries, which mail order buffs will recognize as the company which sells hickory discs for smoking meat.

"In Goldsmith's opinion, the financial plight of the LeBlanc Corp. did not taint the sensational sales-making impact of the trade name



**NEW APPROACH**—Charles Antell Inc., Baltimore, will make its bow in magazines with this page ad in the July 28 Life. Also on the schedule: Pictorial Review and The Saturday Evening Post. This magazine drive, through Television Advertising Associates, is an adaptation of the technique used in radio, TV and newspapers.

Hadacol itself," said Mr. Hailparr. "The public interests itself little in a manufacturer's fiscal fiascos."

"It would have been economically sinful to abolish so widely marketable and well-known a patent medicine when the prospects of profitable revival appear so sanguine under able and responsible management."

**FCC Okays Utah TV Towers**

The Federal Communications Commission has approved the building of two giant TV transmitters in the Oquirrh Mountains by KSL-TV and KDYL-TV, Salt Lake City. The stations' officials claim the new transmitters will give television 87% coverage of Utah's population and will carry service to Ogden, second largest city in the state, and to Bountiful, Logan, Grantsville and Tooele.

**Motorola Promotes Two**

Motorola Inc., Chicago, has promoted James E. Herbert to sales manager and Charles H. Coombe to national retailing merchandising manager. Mr. Herbert joined the company seven years ago and has been regional manager and sales manager of Motorola. Mr. Coombe has been eastern regional manager for four years.

**Last Minute News Flashes**

**Old Gold Cancels 'Stop the Music' in August**

NEW YORK, July 18—"Stop the Music," the giveaway show which set off an industry craze for prize programs and caused Fred Allen's NBC rating to take a sharp plunge, will end its lengthy run on ABC Aug. 10. This is the effective date of the cancellation by its last quarter hour sponsor, Old Gold, which originally signed the Louis G. Cowan production in May, 1948. Old Gold dropped the TV version of the show on ABC some time ago in favor of a less expensive package, "Chance of a Lifetime."

**Bonoil Packing Names Dowd, Redfield**

BROOKLYN, July 18—Bonoil Packing Co. has switched its account from Hirshon-Garfield to Dowd, Redfield & Johnstone, New York, and John C. Dowd Inc., Boston. The first campaign under the new setup will introduce Bon olive oil salad dressing via newspapers and radio.

**Bernier Heads Fox Head PR and Advertising**

WAUKESHA, WIS., July 18—Roy J. Bernier has been appointed national advertising manager and director of public relations of Fox Head Brewing Co. Mr. Bernier resigned recently as public relations director of Miller Brewing Co. J. R. Wickstrom, whom Mr. Bernier succeeds at Fox Head, has been named to the new position of merchandising manager in the sales promotion department.

**Mitchell and Cole Quit Duane Jones**

NEW YORK, July 18—James Mitchell and John Cole have resigned as account executives of the Duane Jones Co. Mr. Mitchell, at one time v.p. and director of advertising of Macfadden Publications, has joined National Specialty Sales in a new business capacity. Mr. Cole was not available for comment.

**Potter Leaves Y&R to Take Miami Dealership**

DETROIT, July 18—Elliott E. Potter, v.p. of Young & Rubicam and head of the agency's Detroit office, has resigned to head an Oldsmobile dealership in Miami. The dealership reportedly will be used as an advertising and merchandising laboratory set up by Mr. Potter's father-in-law, D. P. Brother, president of D. P. Brother & Co., Olds agency.

**Geyer, Newell Appoints Jaeger**

NEW YORK, July 18—Harold H. Jaeger, formerly marketing director of the Can Manufacturers Institute, has joined Geyer, Newell & Ganger as v.p. and general manager, a new post. He was previously with J. Walter Thompson Co. in Chicago and St. Louis, Benton & Bowles and Compton Advertising in New York. Possibly significant is the fact that Mr. Jaeger will "continue in the directory of the institute's marketing activity under plans now being developed."

**NBC Plans Co-op Drive; Other Late News**

National Broadcasting Co., New York, which in the past has not placed as much emphasis on cooperative programs as competing networks, will start a business paper campaign for its co-op department next month. The promotion will feature the 10 radio and three TV shows now made available to stations for local sale. Advertising, broadcasting, automotive, food and drug publications are under consideration for the media list. J. Walter Thompson Co. is NBC's agency.

A new company, Virile Foods Inc., has been set up by Bernarr Macfadden to promote his new frozen food product, Beef-Wheat Patties, made by Holiday Frozen Food Co., Philadelphia. A test campaign has been launched in Atlantic City with full color pages in the Press and Evening Union and spot radio. Copy appeals stress health and virility factors. Abner J. Gelula & Associates, Philadelphia, is handling the campaign.

Good Housekeeping will increase its rates 10%, based on a 200,000 circulation increase, beginning with the January, 1953, issue. At the same time, the magazine will offer a 5% volume discount to advertisers using an average of 12 or more pages during the year. The new discount will be in addition to the continuity rate now offered by Good Housekeeping on its January, February, July and August issues.

**American, Union News Hit by Anti-Trust Suit**

NEW YORK, July 18—The American News Co. and its subsidiary, Union News Co., were hit with a federal suit yesterday which charges them with conspiring to monopolize the national newsstand distribution of magazines.

The anti-trust action, filed in U. S. district court here, charged that there is an agreement whereby Union News refuses to handle magazines unless they are distributed by American. It also complained that Union discriminates in the sale and display of magazines in favor of those exclusively distributed by American on a national basis.

A statement by P. D. O'Connell, president of American, said that the "action being brought by the government seeks to change the relationship and the course of business dealings between the American News Co. and the Union News Co., which have been in effect for 84 years. After careful consideration by the board of directors and the management, we are convinced of the justice of our position and we shall defend the action with every means at our disposal." The federal action seeks an or-

**NBC Has a New Superstructure of VIP V.P.s**

(Continued from Page 1)

henceforth report to Mr. Herbert. Not reporting to any v.p. is Edward D. Madden, who has been v.p. in charge of TV network operations and sales, and now becomes v.p. and assistant to the president.

Mr. Herbert will report to general manager-v.p. White as will Charles C. Barry, former v.p. for radio programs and now in charge of programs for both media, and Frederic W. Wile, who has added radio to his title of v.p. for TV network production.

Other veeps with responsibility to v.p. White are Harry Bannister, in charge of station relations, Robert Sarnoff for the film division and Sydney H. Eigez, for press and information.

Rounding out the latest development in the top management realignment at NBC was the assignment of new duties to Charles R. Denny, executive v.p., by Mr. McConnell, to whom Mr. Denny reports.

In his statement Mr. McConnell did not use "executive" in Mr. Denny's title but said he would have direct responsibility—as a v.p.—for: (a) The five TV and six AM stations owned and operated by NBC; (2) the company's public relations, and (3) staff engineering activities.

The chain of v.p.s under v.p. Denny will include: James M. Gaines, in charge of owned and operated stations; William F. Brooks, public relations, and O. B. Hanson, engineering. "Mr. Denny will also handle special assignments for the president in connection with the over-all operation of the company," Mr. McConnell said.

**Midwestern Agency Net Holds Two-Day Annual Meeting**

INDIANAPOLIS, July 15—Midwestern Advertising Agency Network, which was organized in 1948, held its regular summer meeting here July 12 and 13.

Four of the featured speakers at the two-day conference were executives of the Lahr Advertising Agency in Indianapolis. They were Ben Howard, copy chief, Patricia Murphy, research director, George S. Madden, v.p., and Chester Zechiel, v.p. and prominent Indianapolis lawyer. Fred W. Lahr, the agency president, was one of the founders of MAAN and served as its first president.

Among the other agency representatives present at the summer meeting were: Paul A. Kelly and Gladys Lamb, Kelly & Lamb, Columbus, O.; Allan J. Copeland, Allan J. Copeland Advertising, Chicago; Ted Brown, Perry-Brown Inc., Cincinnati; Harold Siegel, Advertising Associates, Louisville; Victor Geid, Ohio Advertising Agency, Cleveland; Norman W. Mautner and Mitchell Fromstein, The Mautner Agency, Milwaukee; Kenneth B. Crawford, Whipple & Black, Detroit; Roy Goettsche, Advertising Associates, Saginaw, Mich., and George Decker, F. H. Faber Advertising, Minneapolis.

Mr. Siegel invited the group to hold its fall session in Louisville. The network meets regularly four times a year. Melvin F. Roman, president of Roman Advertising Co., St. Louis, is the MAAN president this year.

**June Sales of Chain Stores**

	1952	1951	% Gain or Loss	1952	1951	% Gain or Loss
<b>Food Chains</b>						
*Colonial Stores ...	20,171,000	19,242,000	+ 4.8	103,811,000	99,796,000	+ 4.0
*Grand Union ...	14,211,556	13,831,357	+ 2.7	59,528,636	56,929,252	+ 4.1
Jewel ...	30,509,667	27,420,660	+ 11.1	170,239,489	167,388,566	+ 1.7
Kroger Co. ...	80,747,534	78,794,991	+ 2.0	482,379,939	461,694,899	+ 4.0
Safeway ...	113,356,841	102,908,544	+ 10.1	663,405,448	587,585,745	+ 12.9
Group Total ...	258,996,598	242,197,552	+ 6.9	1,479,364,112	1,373,394,462	+ 7.7
<b>Mail Order</b>						
*Sears, Roebuck ...	262,040,206	229,737,756	+ 14.7	1,145,916,706	1,065,415,686	+ 7.6
Spiegel ...	10,042,343	10,618,510	- 5.4	61,066,633	66,164,877	- 7.7
*Montgomery Ward ...	95,248,288	92,911,377	+ 2.4	434,301,124	461,173,700	- 5.8
Group Total ...	367,329,837	333,267,643	+ 9.3	1,641,284,463	1,592,754,263	+ 3.0
<b>Drug Chains</b>						
*Walgreen ...	4,280,395	4,146,147	+ 3.2	25,967,376	24,033,180	+ 8.0
Walgreen ...	14,503,038	14,202,144	+ 2.1	19,411,635	17,548,103	+ 10.1
Group Total ...	18,783,433	18,348,291	+ 2.4	111,427,074	106,297,343	+ 4.8
<b>Variety and Miscellaneous</b>						
*Adam Hat Stores ...	996,499	1,081,334	- 7.8	6,345,743	7,296,043	- 13.0
*American Stores Co. ...	40,369,237	39,826,011	+ 1.3	126,345,003	127,367,467	- 0.9
*Beck, A. S. Shoe ...	4,389,540	4,286,955	+ 2.4	22,481,454	23,325,289	- 3.7
Bond Stores ...	6,088,273	6,323,891	- 3.7	36,837,235	36,793,382	+ 0.1
Butler Bros. ...	8,414,175	8,255,958	+ 1.9	51,303,374	53,799,963	- 4.6
Consolidated Retail Stores ...	2,029,573	2,023,509	+ 0.3	14,236,365	14,025,415	+ 1.5
*Diana Stores Corp. ...	1,507,434	1,569,914	- 3.4	19,411,635	17,548,103	+ 10.1
Edison Bros. ...	6,697,052	6,844,333	- 2.2	39,009,248	37,654,760	+ 3.6
Grant, W. T. ...	21,972,631	22,596,927	- 2.7	112,163,001	111,184,050	+ 0.8
Grayson-Robinson Stores ...	8,212,588	8,556,233	- 4.0	45,112,740	43,230,079	+ 4.3
*Green, H. L. ...	7,996,917	8,727,523	- 8.4	39,238,472	39,655,443	- 1.1
*Interstate Dept. Stores ...	5,060,040	5,193,545	- 2.6	24,446,050	24,830,484	- 1.1
Kinney, C. R. Co. ...	3,696,000	3,712,000	- 0.4	18,688,000	17,958,000	+ 4.1
Howard Stores Corp. ...	2,169,328	12,076,423	+ 4.5	13,413,645	13,507,373	+ 0.7
Kresge, S. S. ...	22,973,011	24,236,214	+ 5.2	137,683,701	133,290,410	+ 3.3
Kress, S. H. ...	12,406,521	12,939,340	- 4.1	75,884,274	74,513,491	+ 1.8
Lane Bryant, Inc. ...	4,237,085	4,308,263	- 1.7	28,103,432	28,237,592	- 0.5
Lerner ...	12,991,235	12,448,959	+ 4.3	60,293,880	60,850,467	- 0.9
McCoy ...	8,305,824	8,239,328	+ 0.8	45,712,080	44,507,911	+ 2.7
McLellan Stores ...	4,462,570	4,649,609	- 4.0	21,982,184	20,609,531	+ 6.7
*Mercantile Stores, Inc. ...	9,593,000	9,168,700	+ 4.6	46,894,000	47,004,300	- 0.2
Wiles Shoes Inc. ...	3,237,000	3,072,000	+ 5.4	11,685,000	10,962,000	+ 6.6
*Miller-Wehl Co. ...	2,877,910	2,867,534	+ 0.4	33,099,468	29,560,551	+ 12.0
Murphy, G. C. ...	14,283,753	13,768,263	+ 3.0	79,139,933	71,397,625	+ 10.6
National Shirt Shops ...	1,800,605	1,818,778	- 1.0	8,152,361	7,414,482	+ 10.0
Neisser ...	4,795,896	5,053,038	- 5.1	26,442,192	26,567,444	- 0.5
Newberry, J. J. ...	12,509,399	11,916,188	+ 5.0	70,268,142	65,520,731	+ 7.2
Penny, J. C. ...	83,448,182	86,638,916	- 3.7	444,446,507	438,638,887	+ 1.3
Rose's 5-10-25 ...	1,461,961	1,483,300	- 1.4	8,437,478	8,149,666	+ 3.5
*Shoe Corp. of America ...	4,970,495	4,614,379	+ 7.7	25,896,922	24,260,128	+ 6.7
Western Auto ...	15,281,000	14,475,000	+ 5.6	74,162,000	73,137,000	+ 1.4
White's Auto Stores ...	2,703,155	1,439,713	+ 87.8	10,463,917	7,644,083	+ 37.5
*Miller-Wehl Co. ...	2,877,910	2,867,534	+ 0.4	33,099,468	29,560,551	+ 12.0
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Western Auto ...	15,281,000	14,475,000	+ 5.6	74,162,000		

**Crimmins Joins Lynn Baker**

Gerard F. Crimmins, formerly with Benton & Bowles, has joined Lynn Baker Inc., New York, as manager of the media department.

**Roantree Appointed Librarian**

Dorothy Roantree, formerly with Doherty, Clifford & Shenfield, has been named librarian of *Business Week*, New York.

## President Signs Fair Trade Bill

(Continued from Page 2)  
fied with the bill, but signed it "because it does have value in eliminating certain unfair competitive practices, and thereby will help small business men to stay in business—which I believe is a healthy thing for our economy and our society."

■ The President also called upon Congress "to make a thorough investigation of this field, including not only the fair trade laws, but the related problems of price discrimination and anti-trust policy."

Mr. Truman declared that the fair trade laws are "no cure-all." He said that while they may protect the small retailer "against some kinds of cutthroat competition, the local independent merchant will continue to have to offer better and more convenient service, and to sell at reasonable prices, if he is to survive against the legitimate and keen competition of such modern advances in the retail field as the supermarket, the mail order house and the branch department store."

■ The fair trade sanctions provided by the McGuire law are expected to have their greatest effect in the drug and appliance fields. However, the extent of price changes will depend on the



**AUDIO-VISUAL WINNERS**—Illinois Institute of Technology's Institute of Design has presented six national awards for excellence in non-theatrical films. Among the winners are (from left) Studs Terkel, producer of "The Piano Player" for the Arthritis Foundation; Burr Tillstrom, producer of "Kukla, Fran and Ollie—Lemonade" for Radio Corp. of America; Duane Greathouse, director of Region 4, United Automobile Workers, which sponsored "Brotherhood of Man," produced by United Productions of America; Dr. J. T. Rettaliata, president of Illinois Tech; Douglas S. Cole, consul-general of Canada, representing Crawley Films, producer of "The Lion's Necklace," and H. A. Ranholm, central region manager of RCA Victor.

area and the inclination of manufacturers to enforce set prices. Joseph T. Meek, president of the Illinois Federation of Retail Associations, said the law will make no appreciable difference in Chicago because the stores here have not indulged in widespread price cutting. In other areas, such as New York City, the Schwegmann decision was the signal for an all-out price war.

The law will, of course, strengthen the hand of such firms as Sunbeam Corp., Chicago, which has continued to enforce vigorously its fair trade contracts with retailers. Only last March the Justice Department slapped Sunbeam with an anti-trust suit, charging the appliance maker with coercing dealers into signing fair trade contracts (AA, March 3).

■ The McGuire bill—which passed both the Senate and the House by overwhelming majorities—was signed by President Truman over the opposition of his own Justice Department and the Federal Trade Commission. In his victory statement, Mr. Dargavel claimed the fight could never have been won without the NARD strategy of developing the bill through the House committee on interstate and foreign commerce.

"This had to be done," he pointed out, "in order to circumvent an avowed enemy of fair trade at the head of the judiciary committee—Rep. Emmanuel Celler (D., N. Y.)."

There is still no harmony among the fair trade forces. While the various groups buried the hatchet in order to get the McGuire bill passed, Mr. Dargavel this week reiterated the druggists' charges that "outrageous falsehoods were peddled against H.R. 5767 by the American Fair Trade Council and the Sheaffer Pen Co."

The council, headed by John W. Anderson, Gary, Ind., believes the McGuire bill does not provide protection against mail order houses which are located in non-fair trade states but do have interstate business. The druggists say the McGuire bill does meet this situation by stating that no state fair trade law can be rendered ineffective on the grounds that it interferes with interstate commerce.

As far as the druggists go, the fight is over and the Bureau of Education on Fair Trade, which they maintain with other dealer groups, will now revert to its old function of making retailers fully aware of the advantages of fair trade.

### SCHWEGMANN PROMISES HE WILL CONTINUE FIGHT

NEW ORLEANS, July 15—John Schwegmann Jr., president of Schwegmann Bros. Super Markets Inc., said today he will continue to sell fair traded merchandise at low prices—"even if it means going to court or to jail."

The New Orleans merchant made this statement after Presi-

dent Truman had signed into law the McGuire fair trade bill. It was Mr. Schwegmann who last year upset the state fair trade laws by winning his so-called "non-signer" case before the Supreme Court.

Mr. Schwegmann declared that raising prices according to the provisions of the law "would be like shooting our customers in the back." He said his company would carry the fight "to the people of every state."

■ His statement follows: "The President today signed the so-called fair trade bill which will automatically force retail business men in the United States to sell merchandise at high prices set by manufacturers. Free competition is dead in this country, except for the business men who will join us in refusing to raise prices. The consumers of this country today lost their last hope for low prices.

"Schwegmann Bros. will continue to sell their merchandise at low prices. The passage of this law, which we believe is un-American and unconstitutional, proves that the President and Congress forgot the American people and bowed to the will of a powerful lobby.

■ "The politicians would be afraid to let the American people vote on whether they want free enterprise or the so-called fair trade price fixing law.

"If we raise our prices according to this law, it would be like shooting our customers in the back—like shooting fish in a barrel. The passage of this law was caused by the pressure of too many selfish business men, whose customers mean nothing to them except suckers with money in their pockets.

"We will fight in the courts and carry our fight to the people of every state; we will not ask favors of politicians, because under the American system the majority eventually rules."

### Theater TV Names Ratner to Spark New Division

Victor M. Ratner has been appointed director of theater tele- sessions, a new division of Theater Network Television, New York. His job will be to promote the use of closed circuit theater TV for business and stockholders meetings, sales conventions, etc. Mr. Ratner formerly was v.p. in charge of promotion for Macy's; before that he held the same post at CBS. He will continue his promotion and public relations activities at the company bearing his name.

Nathan L. Halpern, president of TNT, emphasized that the network will continue its programming for TV-equipped theaters. These special shows—mainly sports events—are fed to all theater circuits without preference.

### Kenmar Co. to Factor-Breyer

Kenmar Co., Long Beach, Cal., maker of Judy Pul-Pruf Crib sheets, has appointed Factor-Breyer, Los Angeles, to handle its advertising.



A VISIT  
TO OUR  
PLANT

would convince any artist, art director, production man, or advertising executive that fine photoengraving is a handcraft controlled throughout by sympathetic understanding of the artist's copy. The amount of detailed hand work required to produce fine reproduction is astonishing to visitors. There's no short-cut to quality.

**COLLINS, MILLER & HUTCHINGS, INC.**

207 NORTH MICHIGAN AVENUE • CHICAGO 1

*America's Finest Photoengraving Plant*

IN THE HEART OF AMERICA

It's The

# KMBC KFRM

Team and It's

## Wholehearted and "Wise"

### "Program-Wise" . . . \*

Does the farmer stop milking his cows during the summer? Ridiculous! No more than the KMBC-KFRM Service Farms stop farming during the summer—or no more than Phil Evans, Bob Riley or Jim Leathers stop passing out that vital farm information to the Heart of America farmer who turns on the radio in his barn to catch KMBC-KFRM farm programs while he gets his milking done. Or no more than the Team's News Department stops disseminating the latest news in eleven daily newscasts. Yes indeed, KMBC-KFRM is "program-wise." Summer time—wintertime, the Team is on-the-air with the kind of programming that it knows from thirty years of broadcasting experience the largest share of the audience will return to, and listen for, day after day.

It is in this program wisdom which has long since placed the KMBC-KFRM Team in top spot in The Heart of America—and continues to keep The Team in that spot by a comfortable margin.

\* This is the first of a series of The KMBC-KFRM know-how which spells dominance in the Heart of America.



Call KMBC-KFRM or your nearest Free & Peters Colonel for the KMBC-KFRM program story. BE WISE—REALIZE . . . to sell the Whole Heart of America Wholeheartedly it's . . .

The **KMBC-KFRM** Team

CBS RADIO FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY

### National Nielsen-Ratings of Top TV Shows Two Weeks Ending June 21, 1952 All figures copyright by A. C. Nielsen Co.

Rank	Total Homes Reached	Program	Popularity*	Homes (%)
1	5,274	Love Lucy (Philip Morris, CBS)	54.2	54.2
2	5,978	Patrol Bouts (CBS)	42.4	35.4
3	5,946	My Little Margie (Philip Morris, CBS)	35.3	34.8
4	5,679	Red Skelton (P&G, NBC)	34.6	34.3
5	5,490	Godfrey & Friends (Liggett & Myers, CBS)	34.2	33.2
6	5,483	Red Skelton (P&G, NBC)	32.3	32.4
7	5,368	Dragnet (Liggett & Myers, NBC)	32.3	32.4
8	5,204	Texaco Star Theater (NBC)	32.3	32.4
9	5,150	Godfrey & Friends (Pillsbury, CBS)	32.3	32.4
10	5,088	Robert Montgomery Presents (S. C. Johnson, NBC)	32.4	32.4

\*Per cent of homes reached in areas where program was televised.

### Trendex TV Ratings July 1-7, 1952 Ten Multi-Station TV Cities

Talent Scouts (Lipton, CBS)	29.9
Godfrey & His Friends (Chesterfield, Toni, Pillsbury, CBS)	26.2
Racket Squad (Philip Morris, CBS)	22.1
Fight of the Week (Patel, CBS)	21.4
The Web (Embassy, CBS)	20.7
Summer Theater (Hallmark, NBC)	19.6
Big Town (Lever Bros., CBS)	19.1
Dragnet (Falcon, NBC)	18.3
My Little Margie (Philip Morris, CBS)	18.2
Danger (Amm-i-dent, CBS)	17.6

### Manufacturers Rapped for Not Planning to Use New Materials and Substitutes

(Continued from Page 2)  
vice. Of this group, Standard Factors says, the following sources of information were tabulated:  
17.6% from suppliers;  
17.6% from business publications;  
29.5% from trade associations;  
5.9% from government sources;  
17.6% from laboratory research.

■ Commenting on the data, the report says:

"It is interesting to notice that the bulk of the information on new methods, new products and new materials came to these 726 manufacturers from trade association reports, trade journals and business publications, which indicates the very significant role played by these channels of information. Virtually none of the manufacturers thought they needed aid on new materials; the big emphasis came on production methods, engineering and product design.

"However, and this is most significant, as far as evaluating the trade association, trade journal and business publication reports, virtually none (only 3.3%) of the manufacturers had any established, day-to-day routine which took these reports regularly, measured how well they could be applied to

their own situations, and reached some evaluation of the new method or material."

■ These companies with 150 or fewer employees stand to suffer by their negligent attitude, the report says, basing this on another study it has made on the subject. The latter study concerns 1,963 manufacturers in the period 1945 through 1948.

This study shows that companies forced in the shortages period 1945-48 to use substitutes or new materials often benefited in the long run. But those who either resisted substitutes until the last minute or who refused to have anything to do with them "most often found such attitudes a costly whim, and paid dearly in sales loss and competitive position for lack of planning."

Theodore H. Silbert, president of Standard Factors, said that smaller manufacturers are more apt to be upset by material shortages than larger companies.

"Our investigation discloses," he reported, "that most of the smaller companies have no fixed routine or planned procedure for evaluating new or substitute materials. . .

Where manufacturers had a systematic method. . . such companies often wound up ahead of the game. They usually had a new product, at less cost, with good sales possibilities for the long run."

### Purex Appoints Lyngheim

Purex Corp., South Gate, Cal., has named Kjell H. Lyngheim, formerly advertising manager of Pacific Coast Borax Co., Los Angeles, assistant to the marketing director. He will be in charge of all advertising activities. He succeeds R. G. Hawley, who has transferred to the sales department as assistant to the general sales manager.

### Chicago Typographers Elect

Joseph L. Strauss, president of Hillison & Etten, has been elected president of the Society of Typographic Arts, Chicago. Other officers elected are Bruce Beck, Whitaker-Guernsey Studios, and Greer Allen, University of Chicago Press, v.p.s.; Gladys Swanson, art director of H. L. Ruggles Co., secretary-treasurer.

### MacLadden Names Yates

James Yates, formerly art director of *The Saturday Evening Post*, has been retained as a consultant by MacLadden Publications, New York. Mr. Yates will work on the formats of *True Story* and *True Romance* in order to help increase newsstand sales.

### Armour & Co. Promotes Gray

J. A. Gray, San Francisco district sales manager, has been promoted to sales manager for Dial and other consumer soaps by Armour & Co., Chicago. He will make his headquarters in Chicago.

### Pak-Well Names Gerber Co.

Pak-Well Paper Products Co., Portland, Ore., maker of paper bags and wrapping paper, has named Joseph R. Gerber Co., Portland, to direct its advertising.

### Cookman Adds PR Duties

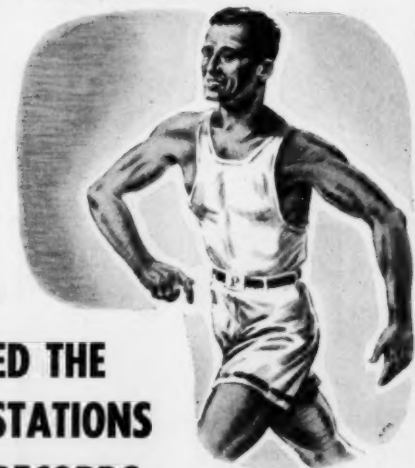
Aubrey O. Cookman Jr., associate editor of *Popular Mechanics* in charge of aviation, has added the duties of public relations director.

The things these people have in common . . .



- higher mental levels
- higher standards of living
- higher home ownership
- higher community activity
- higher interest in NATIONAL GEOGRAPHIC

## YOU MIGHT WALK A MILE IN 6 1/2 MINUTES\* —



**BUT—**  
**YOU NEED THE FETZER STATIONS TO SET RECORDS IN WESTERN MICHIGAN!**

If you want to "hike" your sales in Western Michigan, sign up now with the Fetzer Stations—WKZO-WJEF in radio, WKZO-TV in television.

**RADIO:** WKZO, Kalamazoo, and WJEF, Grand Rapids, a CBS combination, deliver about 57% more city listeners than the next-best two-station choice in these cities. The 1949 BMB Report shows tremendous rural circulation, too—a 46.7% increase over 1946 in unduplicated daytime audience . . . a 52.9% increase at night! In the Grand Rapids area alone, this amounts to an unduplicated coverage of 60,000 homes, day and night. Best of all, WKZO-WJEF cost 20% less than the two next-best stations in Kalamazoo and Grand Rapids!

**TELEVISION:** WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. The 28-county Videodex Diary Study for April, 1952, using BMB techniques, proves that WKZO-TV delivers 91.7% more Western Michigan and Northern Indiana television homes than Station "B"!

Ask your Avery-Knodel man for all the facts—or write direct.

\*Michael Pecora walked a mile in 6 minutes, 27-1/5 seconds in New York City on February 22, 1932.

**WJEF**  
Top in GRAND RAPIDS AND KENT COUNTY  
(CBS RADIO)

**WKZO-TV**  
Top in WESTERN MICHIGAN AND NORTHERN INDIANA

**WKZO**  
Top in KALAMAZOO AND GREATER WESTERN MICHIGAN  
(CBS RADIO)

ALL THREE OWNED AND OPERATED BY  
**FETZER BROADCASTING COMPANY**  
AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

**RADIO REACHES PEOPLE...**  
**COVER the NASHVILLE MARKET with**  
**WSIX**  
Celebrating A Quarter-Century of Service  
\* WSIX DELIVERS 53 BMB COUNTIES IN TENNESSEE AND SOUTHERN KENTUCKY... SELL THIS BILLION DOLLAR MARKET WITH WSIX!  
**Better Buy**  
NATIONAL REPRESENTATIVE:  
GEO. P. HOLLINGBERRY CO.  
ABC AFFILIATE • 5000 WATTS • 980 KC • WSIX FM 71.000 WC 97.5 MC

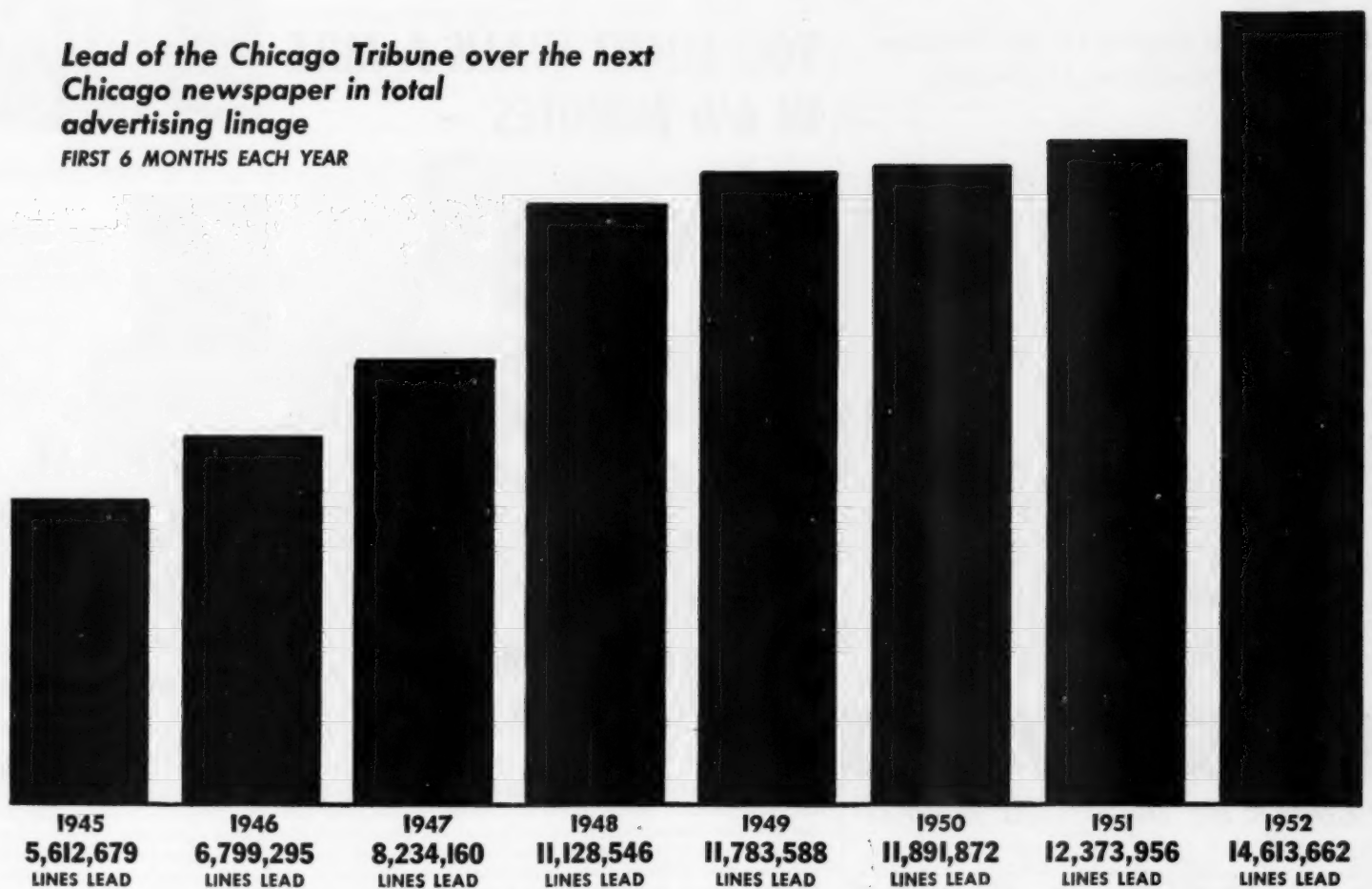
America's most active minds read

Now more than 2,000,000 circulation according to publisher's current records.

# ALL TIME HIGH in lineage and leadership!

**Lead of the Chicago Tribune over the next  
Chicago newspaper in total  
advertising lineage**

FIRST 6 MONTHS EACH YEAR



**Year after year advertisers turn increasingly to  
the Tribune because it produces better results!**

SHOWN ABOVE is the Chicago Tribune's lead over the next Chicago newspaper in volume of total advertising lineage for the first six months of each year since 1945, the last year of World War II.

During the first six months of 1945, the Chicago Tribune's lead over the next Chicago newspaper amounted to 5,612,679 lines, or 98.6%.

During the first six months of 1952, advertisers boosted the Chicago Tribune's lead to 14,613,662 lines, or 162.1%—the largest margin of lead for any first six-month period in history.

Not only did they step up their preference for the Tribune but during the first half of this year they placed in the Tribune a record-breaking 23,630,046 lines of advertising—the largest vol-

ume ever placed in the Chicago Tribune in any similar half-year period.

The chart covers a succession of years in which buying resistance made advertisers sensitive to results—and what was producing them.

The way they have increased their lineage in the Tribune and increased the lead of the Tribune over the second Chicago newspaper makes plain their conviction that the Tribune is the Chicago newspaper which delivers most sales power per dollar.

For your full share of Chicago's high level of spending, see to it that your Chicago Tribune schedule is adequate to your opportunities for increased sales volume in the important Chicago market.

Why not call in a Tribune salesman and have him work out with you a program to sell more in Chicago?

**CHICAGO TRIBUNE**

THE WORLD'S GREATEST NEWSPAPER